

Barnes and noble joined to barnes

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Barnes & Noble was a very successful corporation with a large chain of bookstores. They have 675 locations in every state of the U.

S. and 686 college bookstores with 6.8 billion assets. In 2012 to 2013, they were facing with the most difficult challenge that burned up billion dollars.

There are two reasons that bring the company downward: lack of planning and leadership skill. Barnes & Noble has been focusing to compete with the competitors that lead to the forgetting their main responsibility. That are serve and listen to their customers' value. In the 1990s, they published their website two years after Amazon went live.

They had an opportunity to make their website went early in many years, but they engrossed beating Borders. In 2001, Barnes & Noble introduced a new early e-readers in online store. However, this was a bad luck on September 11.

They stopped selling it in 2003. Until 2007, Amazon introduced Kindle, they started to rush themselves. All of these caused by lack of planning. Barnes & Noble should be a successful company with newest ideas, but they are unplan and unpredictable. William Lynch, chief executive of Barnes & Noble joined to Barnes & Noble as a president of online business in 2009. When he introduced Nook, the color e-reader looked nice and worked well.

This made Lynch had more believe and confident to his new version which competes with the iPad. At this time, employees had to work crazy in Silicon Valley. Barnes & Noble's employees didn't care what going outside of the company because they don't have time to do so. Their employees stressed

and some of the private information were disclosed. Their advantages were lost, and investors required more in the deal of investments. Lynch is a stubborn person. He listens, but he makes his own decisions that don't fit with the internal and external customers.

Late 2012, he said that he doesn't really read the physical books that much. He too focuses on his interest without understand what other people need. Based on my point of view, there are three steps that could save the company.

First, the bookstore locations are a strength of Barnes & Noble. Amazon and Apple don't have that many physical stores. Customers like to come in to touch at the physical books, so Barnes & Noble should focus on their bookstores first. Reduce some of the prices to match with Walmart and other retailers. Personally, I don't want to buy any school supplies from them because the prices are high. Second, discuss about voice of customers to learn what internal and external customers need to create their satisfactions. Third, determine plans and purposes to reduce the gaps of time and money, such as short-term and long-term goals.

The content of this article is very interesting. I like how the word 'The End' has many layers to highlight the main purpose. It is easy to read, and interested readers continue to read.