

# Business current event summary and analysis: amazon.com inc reveals its kindle fi...

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Client's 2 October E-books have become part and parcel of our lives, avid readers have kindle devices which are portable and have been specifically invented to support the e-books formats like . MOBI, EPUB and other popular formats. Amazon sells hundreds of thousands of E-books on their website each day. The invention of Kindle fire has given a huge boost to the company; this paper will shed light upon the implications of this incredible invention.

“ Try to imagine an entire class utilizing the features that this wireless reading device has to offer; all their textbooks and other reading materials will be in digital form and stored in this little device, thus reducing the burden of them carrying heavy textbooks to and from school. For a literature group, the teacher can just procure a single title and then provide the entire class with copies. This can essentially save the school some money on textbooks.” (Learn to Take Advantage)

The kindle fire has been priced at \$ 199 which is really reasonable and the aim of this device is to completely penetrate into the market. It is going to give Apple a good run for its money; the Ipad more specifically does the same job more or less. Kindle fire is cheaper than the Ipad this is why the readers would prefer to buy Kindle fire rather than buying an Ipad. “ One can now pre-order a Kindle Fire, which will be officially released on Nov. 15, from Amazon. com and from retailers that already carry the Kindle e-readers. The Wi-Fi-ready Kindle Fire weighs only 14. 6 ounces, runs on a dual-core processor, and provides eight gigabytes of internal storage plus free external storage in the Amazon Cloud Drive.” (Amazon Heats up Tablet Market)

Kindle fire has several advantages; it will be able to access Amazon kindle

slate which is perhaps its biggest advantage. This would mean access to hundreds of thousands of e-books and much more, Apple is yet to incorporate any such features into its modern day gadgets, this is one area on which they must work indefatigably to remain on top.

The device also has a Wi-Fi which is an amazing feature once again, the users can take it anywhere and access the internet, no wires required it is completely hassle free and a gadget that one must own. “ The device can store up to 3500 books, magazines and newspapers.” (Kindle Wireless Reading Device)

To conclude it is very fair to say that Kindle fire is ready to announce itself in the market, Amazon have taken a huge step towards making this a very desirable gadget and there is no reason as to why users should not buy this special gadget. It will be sold in numbers in the coming days because it is good and most importantly it has been made by Amazon who have a brand name in the market.

#### Works Cited

“ Amazon Heats up Tablet Market.” Amazon Unveiled in New York. Web. 2 October 2011. “ Learn to Take Advantage.” Wireless Reading Device. Web. 2 October 2011. “ Kindle Wireless Reading Device.” The Pros. Web. 2 October 2011.