E-retail and Amazon
Amazon’s precursor

Images are in the public domain. Courtesy of Sears, Roebuck & Co.
Amazon’s recommendations when I opened it up this morning.

Unfortunately, they don’t make me look very cerebral or sophisticated.
So I decided to type in the title “Gödel, Escher, Bach” and see if the recommendations made me look a little more reputable.

Amazon uses various algorithms to generate the recommendations and delivers and displays them in many different ways.
Customer Reviews

“And if you like the first dialogue you read, get the book.”
Sunraj Basu | 24 reviewers made a similar statement

“Loving the book more than the first time I read it.”
M. A. Newman | 54 reviewers made a similar statement

“The dialogues interweave the music of J. S. Bach with the art of M. C. Escher and the mathematics of Kurt Gödel.”
Gary Henderson | 59 reviewers made a similar statement

Most Helpful Customer Reviews

314 of 336 people found the following review helpful

⭐⭐⭐⭐⭐ Way out of my comfort zone, but still great. June 2, 2000
By Humorous | Top 100 reviewer | Vine Voice
Format: Paperback | Amazon Verified Purchase

I'm here to witness that even people as seriously math-challenged as I am can participate in this wonderful book. It took me a "long" time to read—just flipped back and forth, beat the pages up, asked my more math-oriented friends for help. I spent forever trying to solve the MU exercise. It was worth it. I still feel like I understood parts of it only in intuitive flashes, but those flashes showed me a room more interesting than most of the well-chambers ordinary books provide.

Reading Gödel, Escher, Bach is like joining a club. People who see you reading it will open spontaneous conversations and often gift you with unexpected insights. (I had a fascinating conversation with a total stranger about Gödel's theorem.)

Wish I could give more than five stars.

2 Comments | Was this review helpful to you? Yes No

153 of 182 people found the following review helpful

⭐⭐⭐⭐⭐ A Profound Meditation On Human Creativity October 1, 2000
By A Customer
Format: Paperback

Gödel, Escher, Bach: An Eternal Golden Braid debates, beautifully, the question of consciousness and the possibility of artificial intelligence. It is a book that attempts to discover the true meaning of "self."

As the book introduces the reader to cognitive science, the author draws heavily from the world of art to illustrate the finer points of mathematics. The works of M.C. Escher and J.S. Bach are discussed as well as other works in the world of art and music. Topics presented

Most Recent Customer Reviews

⭐⭐⭐⭐⭐ How can a tortoise type?
This book is worth buying for the dialogues between the tortoise and Achilles alone. The more serious chapters are worth reading as well, but get a bit slow and tedious toward the...
Read more
Published 4 days ago by ScottShopped

⭐⭐⭐⭐⭐ Is this reality
This book had me questioning everything that I had ever learned. It truly is marvelous at making you doubt the validity of all the systems you've learned throughout your life.
Published 2 months ago by zazap
Sales taxes


Fulfillment centers

Map of Amazon.com's Fulfillment Centers as of April 2015. MWPVL International.
### Information from balance sheets

<table>
<thead>
<tr>
<th></th>
<th>Total revenue</th>
<th>Cost of goods</th>
<th>Gross profit</th>
<th>Other expenses</th>
<th>Operating income</th>
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<tbody>
<tr>
<td>Macy’s</td>
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<td>16 b</td>
<td>11 b</td>
<td>8 b</td>
<td>2.4 b</td>
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<tr>
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<td>48 b</td>
<td>22 b</td>
<td>17 b</td>
<td>5.3 b</td>
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<tr>
<td>Walmart*</td>
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<td>335 b</td>
<td>112 b</td>
<td>85 b</td>
<td>26.6 b</td>
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<td>37 b</td>
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<td>10 b</td>
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<tr>
<td>Sears</td>
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<td>31 b</td>
<td>11 b</td>
<td>13 b</td>
<td>-1.5 b</td>
</tr>
<tr>
<td>Kroger*</td>
<td>90 b</td>
<td>71 b</td>
<td>19 b</td>
<td>18 b</td>
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<td>Sharper Im+</td>
<td>80 m</td>
<td>38 m</td>
<td>42 m</td>
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<td>2 m</td>
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<tr>
<td>Lands’ End+</td>
<td>255 m</td>
<td>133 m</td>
<td>123 m</td>
<td>126 m</td>
<td>-3 m</td>
</tr>
</tbody>
</table>

* Neither of these publicly traded now. Sharper Image went bankrupt and Lands’ End bought by Sears.
* Have to be specialty items, branded items to be able to command such large margins
* Surprisingly low
* Warehouses, stores, other physical plants, shipping costs

From “income statement” in Yahoo Finance. You can find more detailed breakdown of costs in annual reports.
* = Lean operations  += Very inefficient—would need significant monopoly power to survive.