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business model is the main driver of value. In fact, the business model can determine the difference between a monkey and a unicorn.

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entrepreneurs must uncover the nature of its 'profit engine' which is often obscured by ambitious financial and market projections.

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## **Amazon Business Model: the ultimate overview**

(1) Platform Business Model. Amazon Marketplace falls under the platform business model that I have described at length in many articles (here is an overview). It brings together the customer on one side and the merchant on the other side. Merchants who are

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sell through Amazon Marketplace pay fees that fall under the platform business model.

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