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Amazon's jack-in-the-box



Amazon is full of surprises. Just days after complaining about the unpredictability of the decision-making process in the CR (with regard to its aborted investment into a distribution center in Brno), the online retailer made its own unpredictable move. After years of systematically lowering its postage & handling fees for deliveries to the CR, it suddenly went in the other direction and raised the fees significantly. Having a single paperback book delivered to the CR from [Amazon Deutschland](#) has more than doubled, from just above €3 to nearly €8 (not including the price of the book). There is now a minimum fee of €5 per delivery, plus a weight charge. Amazon hasn't commented on the price increase, but it appears that short-term shareholder expectations have prevailed over long-term plans to conquer the world with low prices. For the moment at least, Czech internet shops can breathe a heavy sigh of relief.

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