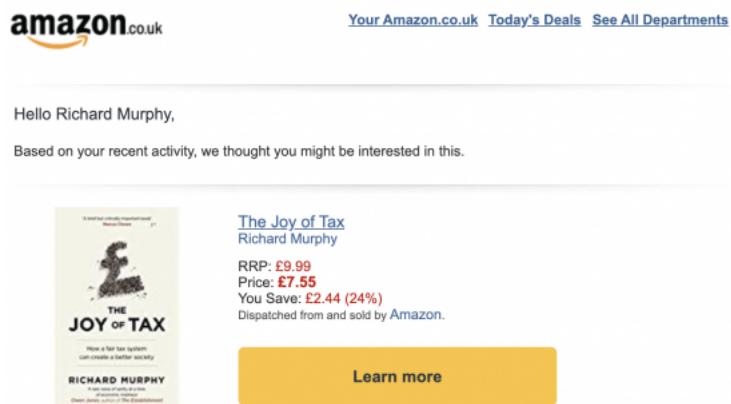


Funding the Future

Amazon can get it right

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I try not to buy from Amazon, but it's sometimes a useful place to look for a reference, like an ISBN number. This morning they sent me this:



The screenshot shows a recommendation from Amazon.co.uk. At the top, the Amazon logo and 'amazon.co.uk' are visible, along with links for 'Your Amazon.co.uk' and 'See All Departments'. The message reads: 'Hello Richard Murphy, Based on your recent activity, we thought you might be interested in this.' Below this is a book listing for 'The Joy of Tax' by Richard Murphy. The book cover features a black and white illustration of a person's head. The text on the cover includes 'THE JOY OF TAX', 'Richard Murphy', and 'RRP: £9.99'. To the right of the book image, the price is listed as 'Price: £7.55' and 'You Save: £2.44 (24%)'. Below this, it says 'Dispatched from and sold by Amazon.' A yellow button with the text 'Learn more' is at the bottom right of the listing.

I was amused.

Other suppliers are available.