

Microsoft: Forget Yahoo – Acquire Amazon

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With or without Yahoo, Microsoft will never beat Google at their own game in the search engine business as it exists today. Why can't they see this? Well, perhaps it is human nature to want something you don't have. The problem is they want a piece of the very big pie of the web advertisement business. In time, it might be possible to nibble a little market share. But as I am always preaching, sometimes to solve the problem you must look at things differently. I suppose I learned this the hard way myself after playing around a little with affiliate marketing. What I learned was the users today often know where to go without someone putting a link in their face. Want to buy a book? Go to Amazon. Want to check on the pricing of the latest laptops? Go to Amazon. My point is that owning a major internet retailer would trust a company such as Microsoft right in the middle of the ecommerce-advertisement world.

So what I am suggesting is that Microsoft should somehow acquire/merge with Amazon. If Microsoft was to acquire Amazon, the resultant juggernaut would be unstoppable. They wouldn't need "Live Search" to get customers, people would either come directly to the site or Google would be sending them there. In this theoretical merger, Microsoft could then focus on optimizing a search engine to allow customers to easily find products on their site. They could also provide "preferred" search results for a fee to their online merchants. And they could create their own equivalent of Adwords and Adsense. Imagine all the vendors of products sold on Amazon would immediately have Microsoft code on their site pushing customers to Amazon. And when anyone bought a new computer they would not only get revenue from their software sales but from the sale of the hardware. Also when anyone bought a MacBook on Amazon, Microsoft would also benefit. Such a venue would also allow them to promote their own products including Xbox games. They would also have their own equivalent of iTunes with Amazon's online music downloads.

Would Microsoft ever consider such an approach? I am not really sure. It certainly could change the face of ecommerce. Hopefully they will see the light that the only group of people that will come out ahead on a Yahoo deal are the attorneys that would make such a merger happen. The main point I wanted to make here is that sometimes problems should be approached differently. If the grass is greener on the other side of the fence – don't stick your head through – move the fence.

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