



**Expert commentary on Amazon Go**  
**22 January 2018**

“Amazon is the king of speed and convenience. The success of their one-click shopping and next day delivery has made founder Jeff Bazos the richest man in the world!

“With Amazon Go they are bringing the same value to their customers in a physical shop. If the stores are successful the system will also give Amazon an incredible amount of additional data about the buying habits and preferences of its customers, which it can feedback into everything they do. As consumers, we must constantly choose between convenience and privacy and Amazon Go is betting we’ll opt for former.”

Toby Kress, Head of Accelerator, London Metropolitan University’s business incubator.

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**About London Metropolitan University**

London Metropolitan University has been providing education to people from all backgrounds since 1848, with the creation of the Metropolitan Evening Classes for Working Men. Six schools teach cutting-edge, relevant courses across the arts, sciences, business, law and humanities. Accelerator – London Met’s specialist business incubator – helps graduates get their enterprises up and running and was named among the Top Five ‘Most Active’ accelerators in Europe in 2015, highlighting its contribution to London’s booming start-up industry.

London Met is home to world-leading academics who regularly give expert comment to the media. The University scored well in the 2014 Research Excellence Framework, being ranked 4th in the country for Area Studies and performing strongly

in Education and Social Studies.

The University is strongly focused on employability. In 2017, London Met recorded its highest ever graduate employment score, with 95% of all 2015/16 graduates in work or further study six months after graduation. It was also ranked above all five Russell Group universities in London for teaching quality in 2016.

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