

Published based on [Amazon's Gifted Kindle Reader Continues To Sell Extremely Well](#)

# **Amazon's Gifted Kindle Reader Continues To Sell Extremely Well**

If you're stuck for ideas when it comes to choosing gifts, for birthdays, anniversaries, Christmas or any other special occasion, then Amazon's website is a great place to do a little research. They are, after all, the world's largest online retailer. One of the big advantages of online retail stores like Amazon is that you can see what's selling well. If an item is in the Amazon top sellers list then you can be certain that it is in high demand. These lists can serve as a great source of gift ideas.

There's absolutely no doubt that the best selling product on Amazon's website is in high demand. In fact, you can be certain that it's in very high demand. Since 2009, the Amazon Kindle reader has been the top selling, most wished for and most gifted item on Amazon's website. The launch of Apple's iPad led to widespread predictions of the Kindle's demise - but, if anything, it seems to be selling faster than ever before.

The launch of the improved [Kindle 3](#) in August of 2010 simply underlined Amazon's domination of the [ebook reader](#) market. The latest version of the Kindle incorporated a number of different technical improvements, including a better, higher contrast display, a smaller and lighter casing and improved memory capacity - enough for around 3,500 books.

Amazon also released their new, WiFi only, entry level Kindle - perfect for those who don't anticipate the need to connect away from a WiFi zone - priced at only \$ 139. The 3G plus WiFi model also had its price dropped to just \$ 189. Both of these options are much cheaper than even the entry level iPad, a major factor in ensuring that the Kindle 3 became the quickest selling Kindle model to date.

There are no monthly connection or download fees associated with the Kindle - which is another big selling point for many. Although Amazon is somewhat secretive as far as precise sales figures go, a company spokesman recently confirmed that the Kindle 3 had sold "millions" between its August launch and mid-December 2010.

The significantly reduced prices mean that e-book readers are considerably more attractive to prospective buyers. E-book prices are usually somewhat lower than those of printed books, and there are many out of copyright books available as free downloads (many of them classics), so e-book reader owners could quite easily make their readers self financing in a relatively short time (depending upon how many books they read).

You can also find this article published on [Amazon's Gifted Kindle Reader Continues To Sell Extremely Well](#), and on the tag pages [amazon kindle](#), [birthdays anniversaries](#), [largest online retailer](#), [selling](#), [website](#), [WiFi](#).