

## Publications

### Garcia Co-Authors “The Amazon Playbook for Consumer Electronics Brands”

#### Related Attorneys

Daren S. Garcia

#### Related Services

eControl

Litigation

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Vorys Partner Daren Garcia co-authored “The Amazon Playbook for Consumer Electronics Brands” for the eCommerce performance analytics platform Profitero. After reading the playbook you will learn: what’s driving consumer electronic category growth online, key pain points CE brands face selling on Amazon, where you should focus efforts to fast track your eCommerce performance and how you should think about Amazon’s 3P marketplace.

To download the playbook click [here](#).