



The JD.com Story: An E-commerce Phenomenon

Li Zhigang

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Valued at more than \$25 billion following its U.S. IPO in 2014, JD.com (Jingdong) is China's largest e-commerce company by revenue. It leads the way in sales of consumer electronics, books, apparel, fresh foods and countless other items that the company stores in its own warehouses and ships through its own homegrown, nationwide logistics network. With the author's unprecedented access to the inner workings of JD.com, including its founder, Richard Liu, key executives, partners, investors and other main players, this book offers the most detailed examination yet of the success behind one of China's most successful companies of recent times. Founded in 1998 as a modest store selling magneto-optical equipment, the company evolved into selling books, CDs, videos and consumer electronics online on an enormous scale. In 2014, Asia's largest Internet company, Tencent, acquired a minority stake in JD.com, which brought new attention to the company and triggered a fierce battle with Alibaba for dominance in the China market. The unique story of JD.com's growth and evolution and the strategies and philosophy of its charismatic founder are featured in this fascinating book.

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