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# The KAVAJ Case: How Two Former Employees Made Millions By Creating A Blueprint For Selling Their Own Products On

## THE KAVAJ CASE

How Two Former Amazon Employees Made Millions  
By Creating a Blueprint For Selling Their Own Products on Amazon

**JOERG KUNDRATH & KAI KLEMENT**  
as told by Emily Chase Smith



## Synopsis

How would your life change if your product was on page one of search results? Do you have dreams of growing your brand to a global scale? Do you want to own a business and still have a great family life? Do you need a mentor to help you reach your greatest potential? Do you find selling on intimidating or mysterious? Joerg Kundrath and Kai Klement met in college and discovered they had more in common than just a math class - they both wanted to build a company. There was one issue: They had to figure out what to sell. Four years later, they are one of the biggest iPad and iPhone genuine leather case sellers on . This is the story of how they built their successful friendship, thriving company, and fulfilling lives. It also serves as a blueprint for you to do the same thing.

## Book Information

Audible Audio Edition

Listening Length: 2 hours and 41 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: TwentyFourSound

Audible.com Release Date: September 24, 2015

Whispersync for Voice: Ready

Language: English

ASIN: B015S1B31K

Best Sellers Rank: #35 in Books > Business & Money > Investing > Online Trading #40

in Books > Business & Money > Processes & Infrastructure > Infrastructure #300 in Books >

Business & Money > Processes & Infrastructure > E-Commerce

## Customer Reviews

Length: Print, 164 pages; Audible, 2 hours 41 minutes. Kindle Sales Rank when this review was posted: 431,335. I'm going to depart from my normal routine here. I take special pleasure in promoting small startups in my own country. Today, though, I am delighted to learn that a couple of German entrepreneurs are bending over backwards to produce a topnotch quality high-end cases for iPads, and servicing their sales in the mold to ensure maximum benefit to the customer. The Kavaj Case is a nonfiction book targeted to the entrepreneur who wants to succeed in manufacturing and selling their crafts through . However, many of the principles also will help authors when they market their books through . Language: Straightforward English. No wild

exaggerations, no jokes. No foul language. Are there many typos, spelling mistakes or other editing errors? No, this is well-written and well-edited. Is this a quick, easy, read? Absolutely. But I recommend that, before you click buy, also click to add audible narration, as this is the sort of guide you may want to read and/or listen to several times. The excerpt below should well acquaint you with the style and content value.

**EXCERPT SHOULD YOU PAY FOR ADVERTISING?** When we first started selling online, Google AdWords was really the only paid advertising game in town. We wanted to move the searchers on Google to our website "and then through to . Initially we wanted all the clicks we could get and spent a lot of money to get them. It wasn't until later that we realized more traffic didn't necessarily help us. What we really needed was better traffic. Now, we use only limited and very specific keywords.

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