

Muddy Waters in the Amazon

Amazon recently announced tentative plans to partner with JPMorgan Chase, and potentially others, in order to create Amazon-branded checking accounts. The problem is, no one knows much more than that.

Though there are about 9 million US households without bank accounts, there is doubt that Amazon could reasonably reach these potential customers. After all, when T-Mobile tried something similar, their debit card program failed within two years due to lack of interest (Pressman, 2018). These households may not even be Amazon's target demographic. The consulting company Bain found that 75% of 18-34-year-olds surveyed said they would be willing to try a tech firm's credit card, deposit account, or mortgage (Broughton 2018).

How Amazon will reach its potential customers, no matter their demographic, isn't the only uncertainty. The banking industry—and the rest of the financial world—have questions for the online giant. Unfortunately, there don't seem to be any answers yet.

One major concern centers around two words: customer data. With a checking account, the firms would have access not just to Amazon purchases, but *all* purchasing behaviors. While this may lead to a better understanding of US consumers as a whole, without more detailed information, no one is certain how far-reaching this and other Amazon banking consequences might reach (Broughton 2018).

Sources:
Broughton, K., & Wack, K. (2018). Five takeaways from Amazon's flirtation with checking. *Cujournal.Com*, 1.
Pressman, A. (2018). Why Amazon's banking play is doomed. *Fortune.Com*, 1.

Finals Stress Relief

The end of April marks the beginning of finals. To help fight off the stress finals may cause, remember the three E's of de-stressing.

Exercise – You may not like the idea but exercise is proven to help fight stress. Try one of our Bike Desk on the 2nd floor.
Eat – Remember to eat healthy foods that fuel your body. Don't overload on the sugar!
Enjoy – Take breaks from studying to enjoy something you like.

To help you gear up for finals, we will have extended hours starting the end of April. Our extended finals hours are:

April 27th Open-12am **May 4th** Open-12am
April 28th 9am-12am **May 5th** 9am-12am
April 29th Open at 9am **May 6th** Open at 9am

Don't forget to keep an eye out for the upcoming finals stress relief events that take place at each of the libraries. Good luck!

GIG 'EM, AGGIES!

Remember to get your scantrons early. If you need one, they are sold at the West Side Exchange and Ag Café.

West Side Exchange Hours:

Monday-Thursday	7:30am - 11pm
Friday	7:30am – 2pm
Saturday	Closed
Sunday	5pm – 11pm

Ag Café Hours:

Monday-Thursday	7:30am – 7pm
Friday	10am – 8pm
Saturday-Sunday	Closed



WEST CAMPUS LIBRARY

Libraries Contact Information:

Evans:
979.845.3731

West Campus:
979.862.1983

Medical Science:
979.845.7428

Reserve a study room online at the library homepage:
wcl.library.tamu.edu
under Quick Links!

Copies of the newsletter are available at the Ask Us Desk.

