

Amazon.com introduces authors' postings

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Amazon.com Wednesday launched a program to allow authors to post messages directly onto the company's homepage.

Through Amazon Connect, customers who have bought the author's works in the past or have signed up specifically to get postings from that writer will be able to see messages from the author on the customized version of the online retailer's Web site.

"We invite authors to communicate with their readers in a way that hasn't before been possible," Jeff Bezos, Amazon.com's founder and chief executive, said in a news release. "Amazon Connect brings the author's message to the reader instead of waiting for the reader to find the message," he added.

More than 1,000 authors are already enrolled in the program including Marcus Buckingham and Karma Wilson.

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