

Name _____

Amazon.com: From Bookseller to E-Commerce Giant

Short Answer Key

1. (Answer should mention free two-day shipping and streaming content for subscribers.)
2. (Answers may include Zappos, Whole Foods Market, or PillPack, and significance can be related to expanding market reach.)
3. (Answer should mention that it's a cloud computing platform for businesses, and its significance is its profitability and leadership in the industry.)
4. (Answers may discuss the decline of traditional brick-and-mortar retail stores due to increased online shopping.)
5. (Answer should mention the goal of becoming carbon neutral by 2040 and investing in renewable energy.)

