

Name \_\_\_\_\_

## Amazon.com: From Bookseller to E-Commerce Giant

### Open-Ended Response Answer Key

1. (Answers may include how it broadened customer base, increased revenue, and created a global presence.)
2. (Answers may discuss the decline of physical bookstores, growth of e-books, and changes in publishing practices.)
3. (Answers may discuss how Amazon's innovations have made shopping more convenient and streamlined.)
4. (Answers may include benefits like convenience and challenges like job displacement and market dominance.)

