

Name _____

Acquisitions

Amazon strategically acquired companies like Zappos (an online shoe retailer), Whole Foods Market (a grocery store chain), and PillPack (a pharmacy). These acquisitions expanded Amazon's reach into various markets.

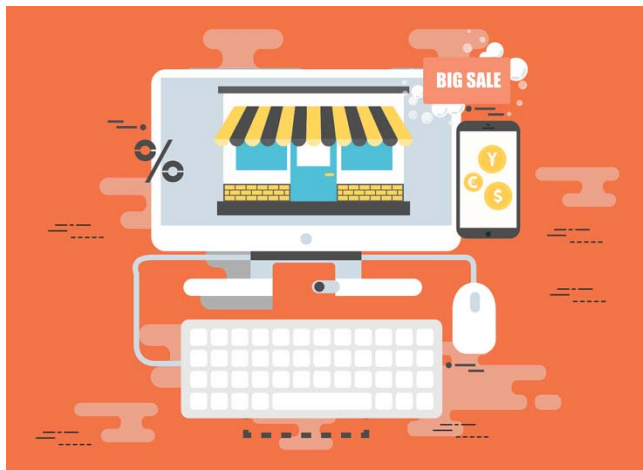
Modern Amazon

Today, Amazon.com is more than just an online marketplace. Some of its key business areas include:

- **Amazon Retail:** The core e-commerce platform offering a wide range of products.
- **Amazon Prime:** A subscription service with benefits like fast shipping and streaming.
- **Amazon Web Services (AWS):** A cloud computing platform for businesses.
- **Kindle:** A line of e-readers and digital content.
- **Amazon Fresh:** A grocery delivery and pickup service.
- **Amazon Studios:** Producing original TV shows and movies.
- **Echo and Alexa:** Smart devices and virtual assistant technology.

Innovation and Technology

Amazon continues to innovate with initiatives like Amazon Go, cashier-less convenience stores, and delivery by drones. Its Echo devices with Alexa have become household staples, providing voice-activated assistance.



Market Impact

Amazon's presence has disrupted traditional retail, leading to the rise of e-commerce. It has also reshaped how we consume media and utilize cloud computing services. Amazon's impact on the job market and local economies has been a topic of debate.

Sustainability Efforts

Amazon is committed to sustainability, with goals to become carbon neutral by 2040 and invest in renewable energy. The company also launched programs like "Amazon Day" to reduce packaging waste.