

# Amazon.com Inc in Retailing (USA)

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## Abstracts

Amazon continues to lead internet retailing in the US, and is focused on strengthening its position as a global leader in this channel by focusing on customers' needs. The company claims to be customer-focused rather than competitor-focused. It is for this reason that aggressive marketing activities will be used by the retailer to maintain and drive growth. To provide the best possible customer experience, the company will remain focused on offering competitive prices and a very wide range of pr...

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