**Video Title:** Amazon's Retail Revolution-Business Boomers BBC (2014)

**Video URL:** <https://www.youtube.com/watch?v=6UhrIEUjtwI>

**Running Time/Source:** 59:21, BBC Documentaries/YouTube

**Close Caption Available:** Yes

Although this video focuses on Amazon's operations in England, it provides an excellent overview of the company's U.S. operations and an historical description of its beginning and evolution since its founding.

Much attention is devoted to the Company's business model as it has evolved. Criticisms of Amazon are discussed as are Amazon's responses to them. As such, its expanding product lines and services are emphasized. Much time is devoted to the Company's high-profile CEO and founder, Jeff Bezos.

Several recent developments involving Amazon have been in the news: the Company's announcement that it was considering the use of drones to make deliveries and its acquisition of one of America's most important newspapers, *THE WASHINGTON POST*.

Questions:

1. Indicate what the major components of Amazon's business model are.

1. In addition to its original product line of books, what products and services are now being carried by Amazon?

1. What are the major criticisms of Amazon that are mentioned in the video?
2. What arguments has Amazon used to counter these criticisms?
3. What do you think about Amazon's intention to begin deliveries by drone?