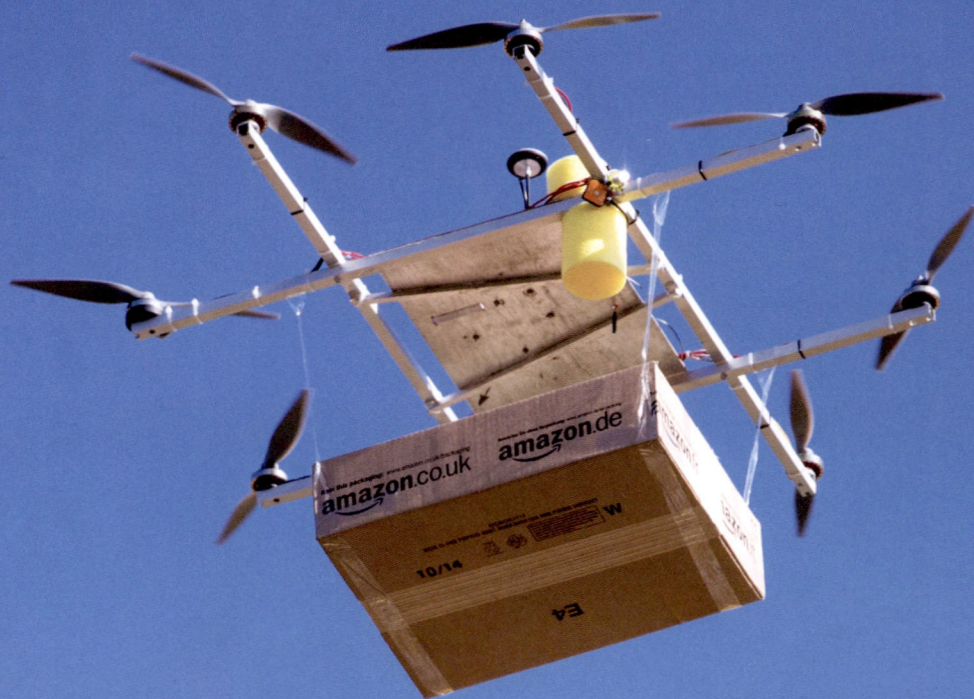


**BIG
BRANDS**



AMAZON

THE BUSINESS BEHIND THE “EVERYTHING” STORE



ADAM SUTHERLAND

Lerner Publications ♦ Minneapolis

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