**Topic 1: E-commerce**  
This week is all about E-commerce.

https://www.coredna.com/blogs/ecommerce-trends

https://www.retailcustomerexperience.com/blogs/why-online-retailers-partners-must-focus-on-social-commerce/

**Discussion:**  
E-commerce is a natural byproduct of an Interconnected world. In order to claim their share of growth from the highly lucrative and evolving e-commerce landscape, businesses are under a lot of pressure to devise e-commerce strategies that are effective.  
**Question #1:**  
Select and respond to **ONE** of the following questions.  Please specify which of the questions you are answering by including the question number as the title of your response. For instance, Topic 1: Question 3

1. Describe at least **THREE** marketing ideas that could improve the growth of businesses.
2. Discuss at least **THREE** pros and cons of E-commerce for the consumer.
3. Discuss at least **THREE** pros and cons of E-commerce for businesses.
4. What are the driving factors that have resulted in the growth of E-commerce within the last decade?
5. How has the increase in E-commerce changed the way in which products and services are marketed?
6. Do you believe that social commerce is here to stay? Will it work simultaneously with e-commerce? Justify your answer with support from this week's readings.

**Topic 2: The Amazon Empire**

This week you viewed a slideshow titled *How Amazon Controls E-commerce: Amazon.com the Hidden Empire.*

*https://techcrunch.com/2011/05/11/how-amazon-controls-ecommerce-slides/*

**Discussion:**  
Amazon is a prime example of the power of eCommerce.  
**Question #1:**  
What topic stood out to you the most in this presentation?

**Minimum Topic Response:** **PLEASE RESPOND IN THREE OR MORE SENTENCES PER TOPIC**.  
***NOTE 1:* Please make sure you answer EACH item and LABEL each item (#1, #2, #3, etc) so that I can easily check that each item has been answered.**