*Question:*

*Were Amazon’s diversification through Amazon Go and Amazon Elements appropriate, given the company’s resources and capabilities? Were such diversifications risky strategic moves? Please reference the six critical questions for Diversification Success outlined in the HBR (To diversify or Not to diversify) article to formulate your response. (questions under the title: "The critical questions for diversification success" in the grey box on page 7 of the HBR article.)*