



Unit 10 Online shopping

Cross-curricular – Economics Amazon

- 1 Czy słyszałeś/słyszałaś o sklepie internetowym Amazon?
Wiesz, co można w nim kupić?
- 2 Przeczytaj tekst i sprawdź swoje odpowiedzi.

Amazon >>>

Many online stores have started ... and have stopped again. The most successful online businesses are eBay, Yahoo, Google and Amazon. They have made online shopping popular. This is the story of Amazon.

Jeff Bezos from USA started Amazon. He sold books on the Internet. He did not have a lot of money, but he had some very good ideas. He started the business in his garage in Bellevue, Washington, in 1994. A man called Nick Hanauer invested \$40,000 in the business. This helped, but the website was dull and not very exciting. It was not a great success at first.

A year later, a second investor, Tom Alburg, gave Bezos \$100,000. This money paid for a better, more attractive website. From that time, Amazon started to grow.

Bezos wanted to offer more than a normal bookshop. He gave online shoppers more than a good price and free postage. Today, visitors to Amazon can write book reviews, for example. When you choose a book, the site recommends other books. You get the message 'People who bought this also bought XYZ'.

This and many other new ideas have made Amazon one of the biggest internet sellers of books, CDs and films. The site now sells many other goods, like clothes, beauty products, toys and electronics. Bezos has always said that what is good for the customer is good for the business. The extraordinary success of Amazon has shown that he is right.



WORD BOOSTER

Dopasuj wyrazy 1–7 do definicji a–g.

1 attractive	a to advise that something is good for somebody to have
2 dull	b to use your money to make more money
3 extraordinary	c boring and not nice to look at
4 invest	d something for a child to play with
5 price	e nice to look at
6 recommend	f very unusual and surprising
7 toy	g the money you have to pay for something

- 3 Zdecyduj, czy podane zdania są zgodne z treścią tekstu (T-true), czy – nie (F-false), a może informacja nie została podana (NM-not mentioned).

- 1 Jeff Bezos started many businesses in his garage.
- 2 He was rich but did not have any investors.
- 3 Amazon was an immediate success.
- 4 Nick Hanauer and Tom Alburg both helped Bezos.
- 5 The second website was better than the first.
- 6 You pay a lot for stamps when you buy books from Amazon.
- 7 Buyers have to recommend another good book.
- 8 Amazon sells books and many other products now.

- 4 Uzupełnij zdania na podstawie informacji zawartych w tekście.

- 1 When he started, Jeff Bezos had lots of but not much money .
- 2 The first Amazon website was; the second website was more
- 3 You get a message when you buy a book. It other books to buy.
- 4 If you want to give your opinion about a book you've bought, you can write a
- 5 Amazon now sells, for example, and

- 5 Odpowiedz na pytania.

Have you bought anything online? What did you buy? Why do you think so many people like shopping online?

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i INSIDE INFORMATION

- Time Magazine made Bezos its 1999 Person of the Year.
- Over 14,000 people worldwide work for Amazon.
- The site gets tens of millions of hits every year.