

A large, stylized letter 'W' in a gold color with a dark outline and a slight shadow effect, positioned on the left side of the logo.

**GSA**

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**WESTERN MICHIGAN UNIVERSITY**

# Why is Amazon the Leading Logistics Ascendant in the USA?

**AMAZON SALES GROWTH**  
(2007-2018F, \$ Billions)



Source: Susquehanna Financial Group, Amazon financial reports and Kurt Salmon analysis

- Diversified market
- Value-added service provider
- Lean and cost-efficient strategy
- Technological leveraging to broaden margins
- Critical infrastructure offering to businesses



amazon Prime

amazon FLEX

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