

amazon pickup & returns

6 Case Study: Amazon

What do you know about the online retailer Amazon? Have you ever bought anything there? Why has it become such a giant international corporation?

Engaging Activity

Exposure Activity

Watch the video about Amazon and answer the following questions:

[Click here to watch](#)

- How did Amazon start?
- What has Amazon's business strategy been focusing on over the years?

As you watch the video, take notes of interesting or important information regarding the company - the notes will be used later!

Exercise it! Write a short paragraph using the notes you have taken from the video "How Did Amazon Get So Big?".



Structure Activity

ADJECTIVAL SUFFIXES

Read the sentences below, taken from the video "How Did Amazon Get So Big?":

- I'm sure we can all agree that they're big... and **successful**.
- Any person or business would be **foolish** to simply live for today and ignore the future.

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The words SUCCESSFUL and FOOLISH are, as you know, adjectives, which have the function of describing, qualifying and characterizing a particular thing. Many adjectives are formed by combining a root word (success, fool) with a SUFFIX. The suffix will always change the word class (verb -> adjective; noun -> adjective). There are many suffixes that can create adjectives, see below some of them with their overall meaning.

NOUN --> ADJECTIVE

AL - relating to, pertaining to	accidental, regional, personal, national
FUL - full of	useful, respectful, delightful, remorseful
ISH - describing a particular place or quality; a little	oddish, brownish, Irish, selfish
LESS - without	heartless, ageless, hopeless, jobless
LY - "every" when with units of time; like a particular thing	hourly, monthly, deadly, neighborly
OUS - having a particular quality or nature	dangerous, courageous, rigorous, spacious
Y - characterized by or inclined to	sunny, snowy, tasty, sweaty

VERB --> ADJECTIVE

ABLE/-IBLE - something that can be done-	acceptable, payable, responsible, plausible
ENT/-ANT - performing a specific action or being in a specific condition	abundant, hesitant, different, persistent
IVE - performing or tending to a specific action	creative, informative, active, expressive

Fill in the gaps with the correct adjective according to the base word given in parenthesis. All sentences are headlines taken or adapted from various news organizations.

- a) The White Lotus review: This _____ (nightmare) vision of paradise is the comedy of 2021.
- b) Hollywood is Obsessed With These _____ (dispose) Face Masks.
- c) Democrats announce \$3.5T spending package: 'Most _____ (consequence) piece of legislation since the New Deal.'



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- d) Court overturns _____ (deceit) practices ruling against Seattle's Value Village.
- e) Warning issued after _____ (poison) algae that can kill dogs and cause rashes is found in _____ (Scotland) waters.
- f) Ex-president of Afghanistan makes a _____ (haste) escape.
- g) 'Outsider' Pete Buttigieg plays a _____ (sill) inside game, positioning himself for the future.
- h) 6 places to take a _____ (leisure) walk in Tucson.
- i) Covid has shown up western democracy's _____ (child) tendencies.
- j) Investigation is underway after Alabama _____ (nation) Guard soldier's death.
- k) Zambia celebrates a _____ (peace) transfer of power after a landslide election.
- l) How to pay off your debt in a _____ (manage) way.
- m) 'Arrogant and _____' (dismiss): Tories failed to consult police on new plan for tackling crime.
- n) Feeling _____ (forget)? This is how the pandemic has impacted memory.
- o) California woman shares her ' _____' (brute) fear of Dodgers' player Trevor Bauer during day-two of hearing.
- p) Eating habits of kids: take this _____ (pick) eater test to know if it is a cause of concern.
- q) Climate change: Scotland's addiction to _____ (waste) mass consumption is driving global warming and damaging our economy.
- r) Home remedies for _____ (oil) skin.



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Follow-up Activity

Phrasal Verbs - AROUND

AROUND usually indicates activities and situations happening in different places, often without a clear direction.

Many times the phrasal verb can use the particle ABOUT, but be careful because AROUND and ABOUT are not always interchangeable.

Rewrite the sentences, using the appropriate phrasal verb. Make any necessary adjustments so the sentences are intelligible.

change around - shop around (for) - get around

a) I've moved the desks and cabinets in the office to other positions to make it more presentable.

b) Los Angeles has almost zero public transportation, you need a car if you want to go to different places in the city.

c) I've been contacting different companies that provide office supplies to see if I can get a good discount.

Homework

1. Write the correct form of the adjectives by using the most appropriate suffix.

- a) meaning _____
- b) style _____
- c) continent _____
- d) power _____
- e) blue _____
- f) name _____
- g) night _____
- h) danger _____
- i) noise _____
- j) accept _____
- k) intelligence _____



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2. Complete the sentences using one of the following phrasal verbs: *change around*, *shop around*, *get around*. Make any necessary adjustments to the verb tenses.

- a) People got used to shopping online and some of them find it hard to _____ these days.
- b) When I got back to my room that day, everything had already been _____.
- c) We all depend on public transport because it is not easy to _____ by car in big cities.
- d) Did you _____ before buying your new car?
- e) Every time you need to buy a flight ticket, you should always _____ for the best deal.
- f) Everything looks so different now that you've _____ everything _____.



3. These lines and expressions were taken from the first minute of the Amazon video. Read them and choose the correct synonyms or definitions for the words in bold.

- a) A **bunch** of statistics. _____ death, passing, decease
- b) **Support** that statement. _____ period from 1994 to 1996
- c) I've covered some **declining** retailers. _____ cluster, group, mount
- d) Reasons for their **demise**. _____ The same way
- e) A **massive** dread. _____ solid, compact, heavy
- f) **Like** with most businesses. _____ help, aid, backing
- g) In the **mid-nineties**. _____ decreasing, reducing, rejecting

Notes