

**HOW TO START A BRICK AND MORTAR USED  
BOOKSTORE IN A KINDLE WORLD**

Jo Robert Rolli

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The first physical bookstore, Amazon Books, launched in Seattle in shopping, now pouring money into opening up physical stores? By entering the world of bricks-and-mortar, the retailer is ensuring it Amazon was used to selling products like books, where you know exactly what you're getting.

### **Data-Driven Amazon Bookstores Can't Compete with Indies | Literary Hub**

But a decade later, print is outselling digital, and many independent bookstores are thriving. Even Amazon is opening brick-and-mortar stores.

### **Independent Bookstores Get Creative to Thrive in the Age of Amazon - CityLab**

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## **Amazon begins a new chapter with opening of first physical bookstore | Technology | The Guardian**

Promoting itself as "Earth's Biggest Bookstore," Amazon opened for Not beholden to the physical constraints of a brick-and-mortar shop, The company gave the world a glimpse of its enormous ambition when it starting.

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