

Choose the best option for each blank.

Amazon is one of the world's largest technology companies. It started **(1)** _____ as an online bookstore in the middle of the 1990s and has grown **(2)** _____ over the past decades.

Today, Amazon sells almost everything, from CDs and DVDs to sportswear and electrical **(3)** _____.

The company also produces its own tablets and e-readers and lets users upload their own photos and other files to the Amazon-based cloud.

Amazon.com was founded by Jeff Bezos in 1994. It first **(4)** _____ out of a small garage in Washington state. **(5)** _____ a year Amazon offered hundreds of thousands of books. People could not only order books from an online catalogue but also write their own **(6)** _____. In 1997 Amazon.com started **(7)** _____ shares on the NASDAQ stock exchange. By 2000 it had made over a billion dollars in sales.

As time went on Amazon.com gradually grew. It bought many of its **(8)** _____ and today cooperates with other companies and lets them sell their products via the Amazon website.

In 2007 Amazon went a step **(9)** _____. It surprised the electronics world with a revolutionary eBook reader, the Kindle, which today dominates the market. In 2011 a tablet computer followed, the Amazon Fire. In the following years the company started selling music downloads and videos on demand. Amazon customers can **(10)** _____ everything they buy on their private cloud and download it anytime they want.

Today, the company has over 300 million active **(11)** _____. Its net profit is over 11 billion dollars. Although Amazon is the biggest internet retailer in the world it is often criticized. Economic experts say that Amazon is turning the Internet **(12)** _____ into a monopoly. Others point **(13)** _____ bad working conditions for Amazon **(14)** _____.



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1	of	out	up	in
2	steadily	gradual	firm	solidly
3	machines	equipments	pieces	appliances
4	ran	functioned	operated	worked
5	Within	During	While	Inside
6	analysis	checks	reviews	critics
7	operating	dealing	changing	trading
8	rivalry	opponents	rivals	competition
9	further	farther	more	beyond
10	retail	store	deposit	stock
11	customers	clients	purchase	traders
12	profession	economy	company	business
13	out	up	at	in
14	employ	employees	employers	employment

KEY

Amazon is one of the world's largest technology companies. It started **(1) out** as an online bookstore in the middle of the 1990s and has grown **(2) steadily** over the past decades.

Today, Amazon sells almost everything, from CDs and DVDs to sportswear and electrical **(3) appliances**. The company also produces its own tablets and e-readers and lets users upload their own photos and other files to the Amazon-based cloud.

Amazon.com was founded by Jeff Bezos in 1994. It first **(4) operated** out of a small garage in Washington state. **(5) Within** a year Amazon offered hundreds of thousands of books. People could not only order books from an online catalogue but also write their own **(6) reviews**. In 1997 Amazon.com started **(7) trading** shares on the NASDAQ stock exchange. By 2000 it had made over a billion dollars in sales.

As time went on Amazon.com gradually grew. It bought many of its **(8) rivals** and today cooperates with other companies and lets them sell their products via the Amazon website.

In 2007 Amazon went a step **(9) further**. It surprised the electronics world with a revolutionary eBook reader, the Kindle, which today dominates the market. In 2011 a tablet computer followed, the Amazon Fire. In the following years the company started selling music downloads and videos on demand. Amazon customers can **(10) store** everything they buy on their private cloud and download it anytime they want.

Today, the company has over 300 million active **(11) customers**. Its net profit is over 11 billion dollars. Although Amazon is the biggest internet retailer in the world it is often criticized. Economic experts say that Amazon is turning the Internet **(12) business** into a monopoly. Others point **(13) out** bad working conditions for Amazon **(14) employees**.