Based on the references provided I am having a hard time developing analysis needed to distinguish between Amazon and Barnes and Noble.

1. *Briefly review the facts on the battle between Amazon and Barnes & Noble* *reported in the articles.*
2. *Was Amazon wise to get into publishing in addition to its very strong position in retailing new and used books? Explain your answer.*
3. *If you were a popular author of children's fiction (with a successful past relationship with a traditional publisher) and your agent (another member of the book publishing channel) asked you whether to approach Amazon regarding the publication of your latest project, what would you say? Why?*
4. *Would it matter if you were working on your first book and had no previous relationship with an editor or publisher? If yes, why would this make a difference?*
5. *Considering traditional and contemporary distribution channels, and with the continuing decline of its e-book sales, how would you recommend Barnes & Noble compete with Amazon in the future? Do you think acquisition is a feasible solution for Barnes & Noble? Why?*

Trachtenberg, J. A. (2014, Feb 27). Corporate news: Barnes & noble posts profit as digital device sales tumble. Wall Street Journal.

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Krug, N. (2012, Oct 31). Amazon books getting no shelf space. The Washington Post.

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