

Promote reading by Amazon

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1. Promote books industry and reading

Amazon stores as theaters. Amazon stores to act as hosting “theater” for releasing new book either E-Book or traditional books. Having red carpet to host writers for new books even including amateur’s writer. Can start with selected states and stores.

Academy award release new academy called Amazon Books or reading academy. When amazon do an Oscar ceremony for books writer professional and amateurs every year and create like new Oscar for books and related industry.

2. Build conferences room in some Amazon store.

Building small capacity small conference rooms inside Amazon stores for universities and academic institutes would encourage people to utilize Amazon for meetings when they can have access to books , online library of Amazon or even to meet for assignments and projects.

Such conference room can be booked online and for short time per session like one hour and starting with students and universities who be approved by Amazon.

Can start partnership with universities , Starbucks for coffee and others.