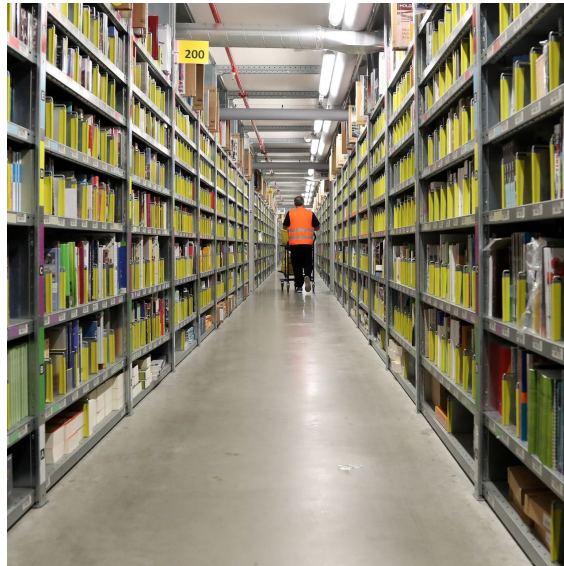


## **‘They Own the System’: Amazon Rewrites Book Industry by Marching Into Publishing**

[Jeffrey A. Trachtenberg](#)

The Wall Street Journal, Jan. 16, 2019

**The retail giant, the world’s largest public company, commands an unrivaled customer base for the books, e-books and audiobooks it publishes**



For Amazon.com Inc., which over more than two decades made itself the world’s largest book retailer, has created an unrivaled display window that can catapult titles from obscurity to must-reads.

More recently it has built something else: Its own line of published books.

When veteran book author Mark Sullivan tried to sell a World War II saga...

<https://www.wsj.com/amp/articles/they-own-the-system-amazon-rewrites-book-industry-by-turning-into-a-publisher-11547655267>