

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Preparing to Write Compare and Contrast

**Directions:** Compare the story of Sears with the story of Amazon. Use details from "The Amazing History of Shopping in America" and "The Rise of Amazon" to fill in the blank boxes below. We filled in some information for you.

|   | Sears  | Amazon  |
|---|--|---|
| What impact has technology had on the company over the years? | <ul style="list-style-type: none"> <li>An expanded railroad system made it possible to sell mass-produced items to rural families, who previously had to rely on small and expensive general stores. This is part of the reason Sears and Roebuck decided to start a catalog, as well as part of the reason the catalog was so successful (22).</li> </ul> |   |
| What kinds of products did/does the company sell?             |  | <ul style="list-style-type: none"> <li>Amazon sells "just about everything imaginable" (24).</li> </ul> |
| Was/is the company successful?                                |  |   |

Chart  
continues  
on page 2

|   | Sears | Amazon |
|---|-------|--------|
| What challenges has the company faced over the years? |       |        |
| How did the company affect the lives of Americans?    |       |        |