Amazon's competitive strategy. The business topic is - amazon research how one of the business’ competitors is using the Internet. Provide a description of the competitor’s use of the Internet: e.g., webpage, social media, mobile apps. Compare and contrast the way your business uses the Internet to how the competitor does. What seems to be the competitor’s strategy? How does your business’ use of the Internet vary from the competitor? How could your business use information technology differently, consistent with the business’ generic strategy (cost leadership, differentiation, or focused strategy), to be more effective than the competition. This paper must follow the formatting guidelines in The Publication Manual of the American Psychological Association (2020), (7th ed.) using Times New Roman 12-point font. The paper, as the minimum, must contain: A title page Two to three pages of text-based content One or more reference pages Links for your business and the competitor in a separate section on the reference page