

# Beyond Amazon - Alternative e-bookstores flourish online

By Jim Edwards

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How to Write and Publish Your Own eBook <http://www.7dayebook.com>

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Ask anyone to name the number one Internet bookstore and invariably they will mention the online bookselling giant Amazon.com.

Amazon has spent millions of dollars cultivating a brand awareness that helped it survive while other "dot com" giants died off like dinosaurs.

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