Want to sell on Amazon? Businesses must weigh pros, cons

**By Joyce M. Rosenberg**

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The vision is a future where Neons are opened and closed. Roybi says it will let humans have real human conversations, but just getting it to work onstage was a challenge at the company's CES tech show in Las Vegas. The TVs can rotate to play vertically or horizontally. (AP)

The Sero – which means “vertical” in Korean – is intended to let viewers watch videos without black bars at the sides. When you open a YouTube video, it will fill the screen. Internet TV is expected to be a big market. (AP)

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Amazon can help a company place millions of consumers worldwide. Companies without shipping departments can turn over packing and shipping to Amazon. And selling online means more visibility. A product can be found high in Google and other online search results. But the costs, both hard for small companies to absorb, and difficult for some business owners is they don't have direct access to customers who buy through Amazon.

The research firm Mckinsey estimates Amazon's share of the online US retail market at nearly 20%. While many companies want Amazon to help them get more visibility, some doubt the Amazon model.

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In this photo, Marian Nixon paints at her home in Chicago. Nixon finds it easier for her prints, clothes and sketch books to be seen on Amazon rather than on her own website. But selling online presents challenges that can be hard, even impossible to overcome. She gets good reviews for her designs, but she's had bad reviews when something has gone wrong with shipping.

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