

Amazon operated its own daily-deals service in addition to its ties to LivingSocial. AmazonLocal launched in mid-2011 and offered customers savings from select businesses in their neighborhoods and nationwide.⁸⁰ Around the same time, Google—after its offer to acquire Groupon was rejected in late 2010—began testing its own service, Google Offers.⁸¹ Both Google Offers and AmazonLocal had extensive, available resources from their established and wealthy parent companies, and both Amazon and Google typified the competitors that Groupon expressed concern about in its annual report:

Legal Issues⁸³

Looking to the Future

NOTE

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