Xerox About to Disappear — Take Heed, Amazon and Google



Image by Ra Boe / Wikipedia

Los Angeles Times columnist **Michael Hiltzik** sees warning signs for Amazon, Google and Facebook.

"Competitive advantage is not a permanent gift," **he writes**. "Indeed, the more successful a company is, the more unassailable its competitive position appears, the greater the forces that gather to knock it off its perch."

He continues: "It's always tempting to think of the future as the same as today, only more so. That's why we imagine a future in which Amazon is the only name in retail and Google and Facebook control everything we read, hear and feel. Things have never worked out that way no matter how majestic are the kings of commerce at any given moment. "

Read the *LA Times* article.