

THE EVERYTHING STORE: JEFF BEZOS AND THE AGE OF AMAZON

Amazon made its mark sending new books quickly in nice, smile-embossed boxes. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the world's store, where everything is available to everyone, usually in 24 hours. To do so, he developed a corporate culture of relentless ambition and drive and revolutionized retail the way Ford revolutionized manufacturing. Brad Stone has been given unprecedented access to Amazon employees, both current and former, to give readers the first fly-on-the-wall narrative account of...



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The Everything Store: Jeff Bezos and the Age of Amazon

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Peek Inside the Book

But dont be worried about our competitors because they`re never going to send us any money anyway. Lets be worried about our customers and stay heads-down focused.15 Brad Stone, The Everything Store: Jeff Bezos and the Age of Amazon //

In early 2002, as part of a new personal ritual, he took time after the holidays to think and read. (In this respect, Microsofts Bill Gates, who also took such annual think weeks, served as a positive example.) Returning to the company after a few weeks, Bezos presented his next big idea to the S Team in the basement of his Medina, Washington, home. The entire company, he said, would restructure...

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