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One Click: Jeff Bezos and the Rise of Amazon.com



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Description :

Prsentation de l'diteurBuy now with one-click.'s business model is deceptively simple: make online shopping so easy and convenient that customers won't think twice. Yet 's success is largely down to CEO and founder Jeff Bezos, a man described as both a 'happy-go-lucky mogul' and a 'notorious micromanager'. His high energy, passionate approach to retailing has driven to the top.Jeff Bezos is smart. Originally a computer geek, he had the vision to capitalise on the untapped online market for books. He's also a calculating machine who creates 'deal-flow' charts for every major decision, from what business to create to how to chose a spouse. One Click explores what makes Bezos Bezos. Through detailed research and interviews with

employees, competitors and observers, Richard Brandt has deciphered how Bezos thinks, what drives his actions and how he makes his business decisions..com was waiting to be discovered. It took Bezos's unique character and strategy to make it happen. Anyone in the business world can learn from his reinvention of the retail landscape. *Revue de presse* Richard Brandt compellingly profiles one of the great internet executives of the era (Stephen Leeb, Author Of *The Oil Factor And Red Alert*) Meticulously researched and with breathless, pithy commentary. If you want to understand the Bezos phenomenon, this is an easy and efficient way to do it - just like shopping on . (Management Today) Presentation de l'diteur Buy now with one-click.'s business model is deceptively simple: make online shopping so easy and convenient that customers won't think twice. Yet 's success is largely down to CEO and founder Jeff Bezos, a man described as both a 'happy-go-lucky mogul' and a 'notorious micromanager'. His high energy, passionate approach to retailing has driven to the top. Jeff Bezos is smart. Originally a computer geek, he had the vision to capitalise on the untapped online market for books. He's also a calculating machine who creates 'deal-flow' charts for every major decision, from what business to create to how to choose a spouse. One Click explores what makes Bezos Bezos. Through detailed research and interviews with employees, competitors and observers, Richard Brandt has deciphered how Bezos thinks, what drives his actions and how he makes his business decisions..com was waiting to be discovered. It took Bezos's unique character and strategy to make it happen. Anyone in the business world can learn from his reinvention of the retail landscape.