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

*Richard L. Brandt*

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#69618 in eBooks 2011-10-27 2011-10-27File Name: B004IYIUS8 | File size: 30.Mb

**Richard L. Brandt : One Click: Jeff Bezos and the Rise of Amazon.com** before purchasing it in order to gage whether or not it would be worth my time, and all praised One Click: Jeff Bezos and the Rise of Amazon.com:

7 of 7 people found the following review helpful. More Of An Overview With No New InsightsBy Ryan E. DuncanAs other reviewers have indicated this book is very shallow with no new insights. For even the casual reader of The Wall Street Journal, any national business magazine, or any form of media that reports on Bezos or , the stories and examples covered in this book would be familiar. This is not an informed insider's account and I did not get the impression that the author had any interaction with the people in the book, including Bezos himself. This is simply a book that has been put together from various common knowledge stories.The writing throughout was overly simplistic and at times downright bad, i.e. from page 149..."Borders Group, Inc., the second largest bookstore chain, is suffering like a CEO with swine flu." I don't even understand the premise of this statement? Companies apparently live and die

by the actual health of their top executive? It is a ridiculous analogy, a sophomoric simile that ends up being an insult to the challenges that any of the big box book stores were going through as the industry they had once mastered changed before they could even understand what was happening. At the end of the day, I guarantee the CEO of Borders only wished he had contracted the swine flu...I am sure that is far less painful than filing for bankruptcy and laying off thousands of hard working employees across the country. This book's usefulness is limited to being source material for a high school business class essay and not much more. 0 of 0 people found the following review helpful. Awesome walkthrough of from conception to today By kyle love Great story of Jeff Bezos and how came to be. Really goes through the details in the decision making of Bezos and how the company has evolved from its first conception to the giant it is today, You really get a feel for Bezos as an individual as well and how his childhood and working life show in as it looks today. 1 of 1 people found the following review helpful. A modern Prometheus By Debra Hamel Richard Brandt's One Click: Jeff Bezos and the Rise of (great name) is about the company more than the man. It tracks the rise of from its genesis (in a garage, albeit converted) to the modern Kindle era. It ends, however--not surprisingly, given its publication date of October 2011--before the introduction of the fourth generation of Kindles (the Touch) and the Kindle Fire. Readers interested in an insightful profile of the man behind the empire will be disappointed, but I wasn't. As far as I'm concerned, Bezos is a modern Prometheus who's stepped away from Olympus for a bit to improve the lot of man. If he's doing something bad in his spare time, I don't want to know about it. It's interesting to re-watch grow up in Brandt's pages, alongside the use of the internet itself. (I placed my first order on , for Alison Weir's The War of the Roses [I STILL HAVEN'T READ IT!], on October 25, 1997. I had always thought of myself as an early customer, but my bubble has now burst: was already pretty far along its path, with its initial public offering of stock already in May of 1997, when my book shipped.) And it's nice to be reminded of the things that have changed along the way: 's old logo, A9 search, zShops. There is a weird gap in the book when the author skips from 2002 to 2007. I also would have liked to see some pictures, maybe screen shots of 's front page over the years, a picture of the original logo so I didn't have to look it up online. Perhaps also a timeline to tie it all together. There are a lot of details--stock prices and expansions into new product lines--that some may find boring, however readable the author's prose. Certainly if the book were about any other company on the planet, including Apple, I would not have had patience for the minutiae. But since it's ....-- Debra Hamel

Amazon's business model is deceptively simple: Make online shopping so easy and convenient that customers won't think twice. It can almost be summed up by the button on every page: "Buy now with one click." Why has Amazon been so successful? Much of it has to do with Jeff Bezos, the CEO and founder, whose unique combination of character traits and business strategy have driven Amazon to the top of the online retail world. Richard Brandt charts Bezos's rise from computer nerd to world-changing entrepreneur. His success can be credited to his forward-looking insights and ruthless business sense. Brandt explains: Why Bezos decided to allow negative product reviews, correctly guessing that the earned trust would outweigh possible lost sales. Why Amazon zealously guards some patents yet freely shares others. Why Bezos called becoming profitable the "dumbest" thing they could do in 1997. How Amazon.com became one of the only dotcoms to survive the bust of the early 2000s. Where the company is headed next. Through interviews with Amazon employees, competitors, and observers, Brandt has deciphered how Bezos makes decisions. The story of Amazon's ongoing evolution is a case study in how to reinvent an entire industry, and one that anyone in business today ignores at their peril.

ldquo;Richard Brandt compellingly profiles one of the greatest Internet executives of the era.rdqquo;mdash;Stephen Leeb, author of The Oil Factor and Red Alertldquo;Brandt is an award-winning magazine writer and he has the classic U.S. journalist's approachmdash;meticulously researched and with breathless, pithy commentary . . . a good story well told. If you want to understand the Bezos phenomenon, this is an easy and efficient way to do itmdash;just like shopping on .rdquo;mdash;Management Today About the Author Richard L. Brandt is an award-winning journalist who has been writing about Silicon Valley for more than two decades. He is well known throughout the technology community as a former correspondent for BusinessWeek, where he won a National Magazine Award. He lives in San Francisco.