



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

Richard L. Brandt

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An insightful look at how Amazon really works and how its founder and CEO makes it happen.

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 business strategy and unique combination of character traits have driven Amazon to the top of the online retail world. Originally a computer nerd rather than a businessman, he had the vision to capitalize on the untapped online marketplace for bookselling and continues to discover new marketing opportunities, from groceries to auto parts. He's a calculating machine, energetic, passionate, highly aggressive, and out to radically transform retail.

Through numerous interviews with Amazon employees, competitors, and observers, Richard Brandt has deciphered how Bezos thinks, what drives his actions, and how he makes decisions. Anyone in business can learn a lot from the example of Amazon's ongoing evolution.

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