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Amazon Com: Get Big Fast

Get Big Fast and Do More Good is a guide to modern entrepreneurship and accelerated brand-building from the founders of Yes To Inc, the company

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behind the breakthrough natural beauty brand Yes to Carrots. Ido Leffler and Lance Kalish, two 29-year-old Australians with very different backgrounds and skills, cofounded their company in 2006 with little more than a dream-and made it big. Yes to Carrots has become one of the biggest

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natural beauty brands in the world and is one of the fastest-growing skincare brands. Leffler and Kalish have accomplished it all while maintaining solid principles, investing in meaningful business relationships, giving back to the community, and still making it home in time for dinner. The

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authors started their business with nothing but chutzpah and great instincts for products with potential. They've since made lots of great decisions and some really, really bad ones, and are ready to share their hard-won secret to success: a strong, resilient, trusting partnership coupled

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with a great sense of humor.

On Dec. 14, 2009, customers ordered over 9.5 million items worldwide on Amazon, which is a record-breaking 110 items per second. How large a machine do you need to process and ship this kind of volume? How efficiently do you need operate it? And

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what kind of people do you need to keep it going? The author, a former Technologist from Amazon.com writing under a pen name, gives us a vivid, sometime brutal inside scoop on Amazon.com's giant machinery, describing its cold and calculating culture in detail. The story begins in

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Silicon Valley where we go through author's experiences in the fast moving world of a Hi-Tech start up. Soon thereafter, the author's start-up is acquired and he finds himself looking for a job. He finds one in Seattle, a medley of lush green hills surrounded by snow capped

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mountains and sparkling blue waters. Amazon.com--an Internet company based in Seattle which has taken the stock markets by storm, and has been transforming itself from an online retailer to an eCommerce platform, led by a CEO who is not afraid to act goofy. It begins as a story of a

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technologist leaving behind his beloved Silicon Valley for Seattle. It unfolds into a moving story capturing Seattle's beauty, its interesting people and culture; and the inside scoop on the dot-com world - both the excitement and joy of innovation, and also the dark side of a culture driven

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by metrics, including "Cruelty curve", a quota for letting go of a certain number of people every year, a gene pool improving methodology by putting the weakest 10% on a chopping block.

"Messiness adds benefits to our lives, so why do we resist the concept so?

[The author] uses research from

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neuroscience, psychology and social science to explain why disorder, confusion, and disarray are actually lies at the core of how we innovate, how we achieve, how we reach each other. [The author] shows that the human inclination for tidiness can mask a deep and debilitating fragility

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that keep us from innovation."--
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

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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.

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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

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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

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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.

The Power of Passion

Breaking Through to a Better Business

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Model

Messy

The Power of Disorder to Transform Our Lives

Jeff Bezos and Amazon

Underwriting the Internet: How Technical Advances, Financial Engineering, and Entrepreneurial

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Genius are Building the Information Highway

One Click

The must-read summary of

Robert Spector's book:

"Amazon.com. Get Big Fast:

Inside the Revolutionary

Business Model That Changed

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the World". This complete summary of the ideas from Robert Spector's book "Amazon.com. Get Big Fast" points to the fact that not many of us would have thought, twenty years ago, that we would be buying

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books from a computer, let alone reading them from a digital tablet.

Interestingly, the idea for Amazon was conceived when Jeff Bezos, a Wall Street neophyte, was assigned the task of coming up with a

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profitable Internet businesses. The idea of selling books on the Internet was the one which seemed to create the most interesting opportunities. An online bookstore would have a competitive advantage

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to physical stores - it could store endless titles and respond to its customers' preferences. This summary talks about how Amazon came into being and how Bezos developed the culture of his company,

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looking to Microsoft, FedEx and Walt Disney for inspiration. With an obsession for customer service he introduced functions like book recommendations and one-click buying. "In less than

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four years, Amazon.com went from zero to \$2.6 billion in sales". With those stats in mind it comes as no surprise that Amazon's company motto is to "Work hard, have fun and make history." And make history it certainly has...

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Added-value of this summary:
- Save time - Understand the key concepts - Increase your business knowledge To learn more, read "Amazon.com. Get Big Fast" and discover how to succeed in an Internet business.

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Today the world is literally at our fingertips. We can call, text, email, or post our status to friends and family on the go. We can carry countless games, music, and apps in our pocket. Yet it's easy to

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feel overwhelmed by access to so much information and exhausted from managing our online relationships and selves. Craig Detweiler, a nationally known writer and speaker on media issues, provides needed Christian

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perspective on navigating today's social media culture. He interacts with major symbols, or "iGods," of our distracted age--Google, Facebook, Amazon, Apple, Pixar, YouTube, and Twitter--to

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investigate the impact of the technologies and cultural phenomena that drive us. Detweiler offers a historic look at where we've been and a prophetic look at where we're headed, helping us sort out the immediate

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from the eternal, the digital from the divine. Best Book of Fall (Esquire) and a Most Anticipated Book of 2021 (Lit Hub) What Has Happened to Fiction in the Age of Platform Capitalism? Since it was first launched

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in 1994, Amazon has changed the world of literature. The “Everything Store” has not just transformed how we buy books; it has affected what we buy, and even what we read. In *Everything and Less*, acclaimed critic Mark

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McGurl explores this new world where writing is no longer categorized as high or lowbrow, literature or popular fiction. Charting a course spanning from Henry James to E. L. James, McGurl shows that contemporary

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writing has less to do with writing per se than with the manner of its distribution. This consumerist logic—if you like this, you might also like ...—has reorganized the fiction universe so that literary

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prize-winners sit alongside fantasy, romance, fan fiction, and the infinite list of hybrid genres and self-published works. This is an innovation to be cautiously celebrated. Amazon's platform is not

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just a retail juggernaut but an aesthetic experiment driven by an unseen algorithm rivaling in the depths of its effects any major cultural shift in history. Here all fiction is genre fiction, and the

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niches range from the categories of crime and science fiction to the more refined interests of Adult Baby Diaper Lover erotica. Everything and Less is a hilarious and insightful map of both the commanding

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heights and sordid depths of fiction, past and present, that opens up an arresting conversation about why it is we read and write fiction in the first place.

Amazon.com Get Big Fast Harper Collins

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Encyclopedia of New Media

Encyclopedia of Computer

Science and Technology

Chokepoint Capitalism

Amazon.com. Get big fast.

Viaggio all'interno di un
rivoluzionario modello di
mercato che ha cambiato il

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mondo

Global Media Giants

get big fast ; Jeff Bezos

und die Revolution im Handel

Jeff Bezos

A hinge moment in recent American history, 1995 was an exceptional year.

Drawing on interviews, oral histories,

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memoirs, archival collections, and news reports, W. Joseph Campbell presents a vivid, detail-rich portrait of those memorable twelve months. This book offers fresh interpretations of the decisive moments of 1995, including the emergence of the Internet and the World Wide Web in mainstream

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American life; the bombing at Oklahoma City, the deadliest attack of domestic terrorism in U.S. history; the sensational "Trial of the Century," at which O.J. Simpson faced charges of double murder; the U.S.-brokered negotiations at Dayton, Ohio, which ended the Bosnian War, Europe's most

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vicious conflict since the Nazi era; and the first encounters at the White House between Bill Clinton and Monica Lewinsky, a liaison that culminated in a stunning scandal and the spectacle of the president's impeachment and trial. As Campbell demonstrates in this absorbing chronicle, 1995 was a year

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of extraordinary events, a watershed at the turn of the millennium. The effects of that pivotal year reverberate still, marking the close of one century and the dawning of another.

IT professionals are playing an increasingly pivotal role in shaping the online business landscape, and the

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success of many business ventures is growing ever-more dependent on their skills and knowledge. This book provides a solid grounding to e-business and e-commerce. It is also invaluable to anybody studying IT or Business Studies or taking an MBA. Silver Medal Winner, Business and

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Leadership, 2012 Nautilus Book Awards Almost 70% of Americans believe that we are suffering from a crisis of leadership, but rather than asking, why are leaders failing, we need to ask, "Why aren't we choosing better leaders?" Ever wonder what goes on behind closed board room

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doors when organizations pick their top leaders? It can be a contentious, secretive, even brutal process. Most of our leaders look good on paper—they have charisma, credentials, and confidence—yet they lack the real qualities that are necessary to succeed. In Why Are We Bad at

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Picking Good Leaders?, Cohn and Moran share the same insights and ideas they use to help organizations make better choices. Revealing seven essential attributes of all great leaders, they offer a fresh and powerful evaluation technique anyone can use to assess leader potential. Through

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dynamic, first-hand accounts from the business world, entertainment, sports, politics, education, and philanthropy, the authors offer the ultimate insider access and reveal how top organizations find and choose the best talent. Offers multiple ways to evaluate leaders, and how these 7 leadership

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attributes combine to create the best (and worst) in leaders Features interviews with with Mike Krzyzewski, Coach, 2008 US Men's Olympic Basketball team, Jeff Bezos, CEO of Amazon; George Steinbrenner, Scott Davis, CEO of UPS; Peter Loscher, CEO of Siemens; Toby Cosgrove,

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*CEO, Cleveland Clinic; Hollywood movie directors, and many others
Includes academic study and field training at institutions such as Harvard, Yale, INSEAD, and IMD for developing future leaders. Fresh and compelling, Why Are We Bad at Picking Good Leaders? shows how great leaders*

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can be spotted and why they succeed – and is soon to the definitive resource guide for about choosing better leaders.

Presents an illustrated A-Z encyclopedia containing approximately 600 entries on computer and technology related topics.

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*Start Your Business, Make It Huge,
and Change the World
Getting to Plan B
How the World's Most Relentless
Retailer will Continue to Revolutionize
Commerce
Cloud Empires
Buy Now*

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Amazon.com: The Company and Its Founder

Amazon Unbound

This insightful work combines Jeff Bezos's life story, beginning in 1964 in Albuquerque, New Mexico, with the creation of Amazon,

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in 1995, and its rise as the largest online retailer in the world. Bezos's zeal and tirelessness has seen Amazon through the inevitable ups and downs that come with building a start-up—taking it from a garage and turning

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it into a worldwide powerhouse. Although Bezos has wide-ranging interests and investments today, Amazon remains the cornerstone of his work life, and he is determined to keep his company at the

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forefront of technological and commercial innovation. The narrative includes captivating sidebars on Bezos's life and innovations, and fact sheets on his life and the company. A timeline helps readers

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glean pertinent facts about Bezos and Amazon quickly. Unlock better opportunities with a new strategy for reinventing any business model. Succeeding with a new business whether in a corporation or a venture

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based setting requires taking a leap of faith. But in order to grow, the business will need to morph and adjust many times before it meets the needs of a viable market. Getting to Plan B guides you through

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specific steps to effectively reinvent your entrepreneurial business model.

Global Media Giants takes an in-depth look at how media corporate power works globally, regionally, and

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nationally, investigating the ways in which the largest and most powerful media corporations in the world wield power. Case studies examine not only some of the largest media corporations (News Corp.,

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The Microsoft Corporation) in terms of revenues, but also media corporations that hold considerable power within national, regional, or geolinguistic contexts (Televisa, The Bertelsmann Group, Sony Corporation).

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Each chapter approaches a different corporation through the lens of economy, politics, and culture, giving students and scholars a thoughtful and data-driven guide with which to interrogate contemporary

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media industry power.

This text offers an account of Amazon's pioneering role in e-commerce, and an examination of the business models and strategies upon which its success is based. The author also explores the

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company's future and its future influence.

How Digital Platforms Are Overtaking the State and How We Can Regain Control
Review and Analysis of Spector's Book
The Novel in the Age of

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Amazon

Ruthless Focus

*Developing a Sustained Model
for Retail Success*

*A to Z of Computer
Scientists*

The New Rules of Retail

A practical guide for

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executives and managers who need to make restructuring decisions. This book shows business leaders how to examine their choices, and examples and worksheets pilot readers through the essential steps of

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***organisational design.
How Amazon combined
branding and relationship
marketing with massive
distribution infrastructure to
become the ultimate service
brand in the digital economy.
Amazon is ubiquitous in our***

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daily lives—we stream movies and television on Amazon Prime Video, converse with Alexa, receive messages on our smartphone about the progress of our latest orders. In Buy Now, Emily West examines Amazon's consumer-

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facing services to investigate how Amazon as a brand grew so quickly and inserted itself into so many aspects of our lives even as it faded into the background, becoming a sort of infrastructure that can be taken for granted. Amazon

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promotes the comfort and care of its customers (but not its workers) to become the ultimate service brand in the digital economy. West shows how Amazon has cultivated personalized, intimate relationships with consumers

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that normalize its outsized influence on our selves and our communities. She describes the brand's focus on speedy and seamless ecommerce delivery, represented in the materiality of the branded brown box; the

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positioning of its book retailing, media streaming, and smart speakers as services rather than sales; and the brand's image control strategies. West considers why pushback against Amazon's ubiquity and market

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power has come mainly from among Amazon's workers rather than its customers or competitors, arguing that Amazon's brand logic fragments consumers as a political bloc. West's innovative account, the first

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to examine Amazon from a critical media studies perspective, offers a cautionary cultural study of bigness in today's economy. Explores the life and career of the creator of the online bookstore Amazon.com,

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discussing his early interest in computers, business philosophy, and plans for the future.

The must-read summary of Robert Spector's book: "Amazon.com. Get Big Fast: Inside the Revolutionary

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Business Model That Changed the World". This complete summary of the ideas from Robert Spector's book "Amazon.com. Get Big Fast" points to the fact that not many of us would have thought, twenty years ago,

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that we would be buying books from a computer, let alone reading them from a digital tablet. Interestingly, the idea for Amazon was conceived when Jeff Bezos, a Wall Street neophyte, was assigned the task of coming

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up with a profitable Internet businesses. The idea of selling books on the Internet was the one which seemed to create the most interesting opportunities. An online bookstore would have a competitive advantage to

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physical stores - it could store endless titles and respond to its customers' preferences. This summary talks about how Amazon came into being and how Bezos developed the culture of his company, looking to Microsoft, FedEx

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and Walt Disney for inspiration. With an obsession for customer service he introduced functions like book recommendations and one-click buying. "In less than four years, Amazon.com went from zero to \$2.6 billion in

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sales". With those stats in mind it comes as no surprise that Amazon's company motto is to "Work hard, have fun and make history." And make history it certainly has...

Added-value of this summary:

- Save time***
- Understand the***

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key concepts • Increase your business knowledge To learn more, read "Amazon.com. Get Big Fast" and discover how to succeed in an Internet business.

True Stories from the Heart of America

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Big Fast

***Why Are We Bad at Picking
Good Leaders? A Better Way
to Evaluate Leadership
Potential
Get Big Fast and Do More
Good
Get Big Fast
Business Genius of***

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Amazon.com

1995

Business journalist Spector celebrates the history of small, independent retail stores and how mom and pop businesses across the country still thrive on attentive customer service and

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community support.

Two hundred entries offer profiles of key figures; essays on such topics as cookies, content filtering, and digital libraries; and a chronology beginning with the prehistory of the Internet from 1843-1956 and concluding

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with the 2004 presidential campaign.

The retail industry is facing unprecedented challenges.

Across all sectors and markets, retailers are shifting their business models and customer engagement strategies to ensure

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their survival. The rise of online shopping, and its primary player, Amazon, is at the heart of many of these changes and opportunities. Amazon explores the e-commerce giant's strategies, providing original insight at a time when the

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company is on the cusp of revolutionizing itself even further. Amazon's relentless dissatisfaction with the status quo is what makes it such an extraordinary retailer. This book explores whether Amazon has what it takes to become a

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credible grocery retailer, and as it transitions to bricks and mortar retailing, explores whether Amazon's stores can be as compelling as its online offering and if innovations such as voice technology, checkout-free stores and its Prime

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ecosystem will fundamentally change the way consumers shop. Written by industry leading retail analysts who have spent decades providing research-based analysis and opinion, Amazon analyzes the impact these initiatives will have on the wider retail sector and the

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lessons that can be learned from its unprecedented rise to dominance, as stores of the future become less about transactions and more about experiences.

For more than 40 years, Computerworld has been the

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leading source of technology news and information for IT influencers worldwide.

Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of

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the world's largest global IT media network.

Get Big Fast ; Inside the Revolutionary Business Model that Changed the World Amazon

Summary: Amazon.com. Get Big Fast

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The Internet

Jeff Bezos and the Invention of a Global Empire

Everything and Less

The Mom & Pop Store

What happens when a young executive at an investment firm quits his

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job to start an online bookstore? If he's Jeff Bezos, he ends up changing the world. This informative biography of technology entrepreneur Jeff Bezos describes the rise of

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Amazon.com and the way Bezos changed the Internet, retail, book publishing, television, and the way we organize our homes. It also explores Bezos's business ventures outside Amazon,

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including his aerospace company Blue Origin and his purchase of The Washington Post. Readers will be inspired by the insights of this genius, who continues to change the

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way we live.

Praise for Winning At Retail
"Winning at Retail offers the most effective strategies available for retailers. At McDonald's, the 'Quick-EST' model is

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crucial, because being close and convenient to where our customers live, work, and shop helps us create maximum value. If you want to harness your company's strengths to become a

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leader in your category-and stay in tune with what your customers want-this is the book for you." -Jim Rand, Senior Vice President of Business Development, McDonald's Corporation

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"Winning at Retail provides a thoughtful approach to retail differentiation. Ander and Stern warn of the 'treacherous middle' into which retailers too easily drift. They inspire us to

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avoid this peril through case studies of retailers who have assumed leadership through courageous choice." -Robert L. Price, Senior Vice President and Chief

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Marketing Officer, Wawa
"In a difficult retail
environment, this book
provides crucial guidance
for staying on top of your
competition-by taking the
customer seriously and

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leveraging your strengths to provide experiences that increase customer loyalty. Will Ander and Neil Stern elegantly argue that you can't always be the biggest, fastest, and trendiest place

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on the block, but it takes only one of these 'Ests' to be a category leader. Businesses big and small can benefit from the carefully distilled lessons in this book." -Bernd Schmitt,

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**Professor of Marketing,
Columbia Business School
and author of Customer
Experience Management**
**"Ruthless Focus will spark a
true revolution in your
company as it has in ours.**

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The examples and insights Tom Hall shares highlight the benefits of this simple, yet often overlooked business strategy." Jason Lexell, President, Digital Harvest, Inc. "Ruthless

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Focus is the most important business book I have ever read. If you want to outperform your competition, read Ruthless Focus and apply the lessons- good luck without them."

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Chip Webster, President, Vistage Florida Why do so many companies seem to stall and stagnate while a relative few grow and prosper? What are the ingredients that combine to

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give some really successful growth companies long-term sustainable advantages? Why aren't more companies like them? Why do some organizations have great promise at the

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beginning but they quickly plateau? Does anyone stay small on purpose? Success and growth are not inevitable. In this book, you'll read about some companies who have been

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successful for decades. And you'll learn what sets them apart from the competition. We call it "Ruthless Focus." We'll show you companies that are successful for years by maintaining a Ruthless

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Focus on a single, simple, core strategy. Ruthless Focus drives out temptation and distraction. Ruthless Focus helps you concentrate your time and resources and people and

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innovation on coming up with ways to be grow profitably, and to design your organization to make it work.

In Amazon.com Jeff Bezos built something the world

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had never seen. He created the most recognized brand name on the Internet, became for a time one of the richest men in the world, and was crowned "the king of cyber-

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commerce." Yet for all the media exposure, the inside story of Amazon.com has never really been told. In this revealing, unauthorized account, Robert Spector, journalist and best-selling

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author, gives us this up-to-date, fast-paced, behind-the-scenes story of the company's creation and rise, its tumultuous present, and its uncertain future.

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**Electronic Business
How Amazon Branded
Convenience and
Normalized Monopoly
Entrepreneurial Genius
The Company and Its
Founder**

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**Competing in the World's
Toughest Marketplace
The Year the Future Began
How Technology Shapes
Our Spiritual and Social
Lives**

Edited by Steve Jones, one of the

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leading scholars and founders of this emerging field, and with contributions from an international group of scholars as well as science and technology writers and editors, the Encyclopedia of New Media widens the boundaries of today's

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information society through interdisciplinary, historical, and international coverage. With such topics as broadband, content filtering, cyberculture, cyberethics, digital divide, freenet, MP3, privacy, telemedicine, viruses, and wireless

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networks, the Encyclopedia will be an indispensable resource for anyone interested or working in this field.

Unlike many encyclopedias that provide short, fragmented entries, the Encyclopedia of New Media examines each subject in depth in a

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single, coherent article. Many articles span several pages and are presented in a large, double-column format for easy reading. Each article also includes the following: A bibliography Suggestions for further reading Links to related topics in the

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Encyclopedia Selected works, where applicable Entries include: Pioneers, such as Marc Andreessen, Marshall McLuhan, and Steve Jobs Terms, from "Access" to "Netiquette" to "Web-cam" Technologies, including Bluetooth, MP3, and Linux

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Businesses, such as Amazon.com
Key labs, research centers, and
foundations Associations Laws, and
much more The Encyclopedia of
New Media includes a
comprehensive index as well as a
reader's guide that facilitates

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browsing and easy access to information. Recommended Libraries Public, academic, government, special, and private/corporate

This title examines the remarkable life of Jeff Bezos and his work

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building the groundbreaking e-commerce company Amazon.com. Readers will learn about Bezo's background and education, as well as his early career. Also covered is a look at how Amazon.com operates, issues the company faces, its

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successes, and its impact on society. Color photos and informative sidebars accompany easy-to-read, compelling text. Features include a timeline, facts, additional resources, Web sites, a glossary, a bibliography, and an index. Aligned to Common

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Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

A Washington Post Notable Book
This New York Times bestseller is a
“masterful” (The Washington Post),

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“juicy tour of the company [Jeff] Bezos built” (The New York Times Book Review), revealing the most important business story of our time by the bestselling author of The Everything Store. Almost ten years ago, Bloomberg journalist Brad

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Stone captured the rise of Amazon in his bestseller *The Everything Store*. Since then, Amazon has expanded exponentially, inventing novel products like Alexa and disrupting countless industries, while its workforce has quintupled in size

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and its valuation has soared to nearly two trillion dollars. It's almost impossible to go a day without encountering the impact of Jeff Bezos's Amazon, between services like Whole Foods, Prime Video, and Amazon's cloud computing unit,

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AWS, plus Bezos's ownership of The Washington Post. We live in a world run, supplied, and controlled by Amazon and its iconoclast founder. In *Amazon Unbound*, Brad Stone presents an “excellent” (The New York Times), deeply reported,

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vividly drawn portrait of how a retail upstart became of the most powerful and feared entities in the global economy. Stone also probes the evolution of Bezos himself—who started as a geeky technologist totally devoted to building Amazon, but

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who transformed to become a fit, disciplined billionaire with global ambitions, who ruled Amazon with an iron fist, even as he found his personal life splashed over the tabloids. Definitive, timely, and “engaging” (Jon Meacham, author of

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The Soul of America), Stone has provided an unvarnished portrait of a man and company that we couldn't imagine modern life without.

He covers the anti-trust case against Microsoft; the successes of eBay, Amazon, Yahoo, and Google; road-

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kills along the information highway such as the forgotten eToys; as well as the Enron implosion and other corporate scandals. After tracing this amazing story he concludes that the illegal practices and the ensuing USD7 trillion loss in equity markets

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slowed the Internet revolution but could not snuff it out, and with worldwide economic recovery e-business surges onward.

EBOOK: Marketing: The Core
Inside the Giant Machine

Tech Entrepreneur and Businessman

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Computerworld

A Hands-on Guide for Leaders at All Levels

An Amazon.com Story

iGods

A call to action for the creative class and labor

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movement to rally against the power of Big Tech and Big Media Corporate concentration has breached the stratosphere, as have corporate profits. An ever-expanding constellation of industries are now

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monopolies (where sellers have excessive power over buyers) or monopsonies (where buyers hold the whip hand over sellers)—or both. In Chokepoint Capitalism, scholar Rebecca Giblin and writer and activist Cory

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Doctorow argue we're in a new era of "chokepoint capitalism," with exploitative businesses creating insurmountable barriers to competition that enable them to capture value that should rightfully go to

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others. All workers are weakened by this, but the problem is especially well-illustrated by the plight of creative workers. From Amazon's use of digital rights management and bundling to radically change

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the economics of book publishing, to Google and Facebook's siphoning away of ad revenues from news media, and the Big Three record labels' use of inordinately long contracts to up their own margins at the cost of

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artists, chokepoints are everywhere. By analyzing book publishing and news, live music and music streaming, screenwriting, radio and more, Giblin and Doctorow deftly show how powerful corporations

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construct “anti-competitive flywheels” designed to lock in users and suppliers, make their markets hostile to new entrants, and then force workers and suppliers to accept unfairly low prices. In the book’s second half,

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Giblin and Doctorow then explain how to batter through those chokepoints, with tools ranging from transparency rights to collective action and ownership, radical interoperability, contract

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terminations, job guarantees, and minimum wages for creative work. Chokepoint Capitalism is a call to workers of all sectors to unite to help smash these chokepoints and take back the power and

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profit that's being heisted away—before it's too late. The rise of the platform economy into statelike dominance over the lives of entrepreneurs, users, and workers. The early Internet was a lawless place,

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populated by scam artists who made buying or selling anything online risky business. Then Amazon, eBay, Upwork, and Apple established secure digital platforms for selling physical goods,

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crowdsourcing labor, and downloading apps. These tech giants have gone on to rule the Internet like autocrats. How did this happen? How did users and workers become the hapless subjects of online economic empires? The

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Internet was supposed to liberate us from powerful institutions. In Cloud Empires, digital economy expert Vili Lehdonvirta explores the rise of the platform economy into statelike dominance over our

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lives and proposes a new way forward. Digital platforms create new marketplaces and prosperity on the Internet, Lehdonvirta explains, but they are ruled by Silicon Valley despots with little or no accountability.

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Neither workers nor users can “vote with their feet” and find another platform because in most cases there isn’t one. And yet using antitrust law and decentralization to rein in the big tech companies has

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*proven difficult.
Lehdonvirta tells the
stories of pioneers who
helped create—or resist—the
new social order established
by digital platform
companies. The protagonists
include the usual*

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suspects—Amazon founder Jeff Bezos, Travis Kalanick of Uber, and Bitcoin's inventor Satoshi Nakamoto—as well as Kristy Milland, labor organizer of Amazon's Mechanical Turk, and GoFundMe, a crowdfunding

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platform that has emerged as an ersatz stand-in for the welfare state. Only if we understand digital platforms for what they are—institutions as powerful as the state—can we begin the work of democratizing

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them.

In this book, Gene Landrum, one of the world's foremost authorities on entrepreneurship, presents: Dr. Gene's 12 Laws of Entrepreneurial Genius. Professor Landrum begins

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with biographical overviews of a dozen of the most interesting and powerful entrepreneurs of recent vintage. He identifies their unique eccentricities and then shows the personality traits that they all have in

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common. These are the attributes that constitute the genius of the great entrepreneur. To enable you to compare your personality attributes with those of the great entrepreneurs who have achieved billionaire status,

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Professor Landrum has included in this book a self-assessment exercise.

EBOOK: Marketing: The Core How Technical Advances, Financial Engineering, and Entrepreneurial Genius are Building the Information

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Highway

Designing Dynamic

Organizations

Winning At Retail

An Essential Reference to

Communication and Technology

A Historical Encyclopedia

Amazon.com

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Jeff Bezos and the Rise of Amazon.com

In The New Rules of Retail, industry gurus Robin Lewis and Michael Dart explained how unprecedented consumer power, enabled by

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technology and globalization, is revolutionizing retail. They warned that survival in these dynamic times called for a business model based on three distinct

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competencies: preemptive, perpetual distribution; a neurological customer connection; and total control of the value chain. In the years since that book published, many of their

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predictions have come true. Now, they revisit timeless case studies like Ralph Lauren and Sears, as well as new additions like Trader Joe's, Lululemon, and Warby Parker, to assess how

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retailers must continue to evolve in the era of e-commerce, data mining, and tiered distribution. They also identify the five current trends that are currently driving consumer demand,

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including technology integration and channel consolidation, as exemplified by Jeff Bezos at Amazon. This is a fully revised and updated guide from two proven retail

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**prognosticators.
Profiles more than 100
scientists from around the
world who made important
contributions to the study of
computer science, including
Howard Aiken, Steve Case,**

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Steve Jobs, and Ted Nelson.