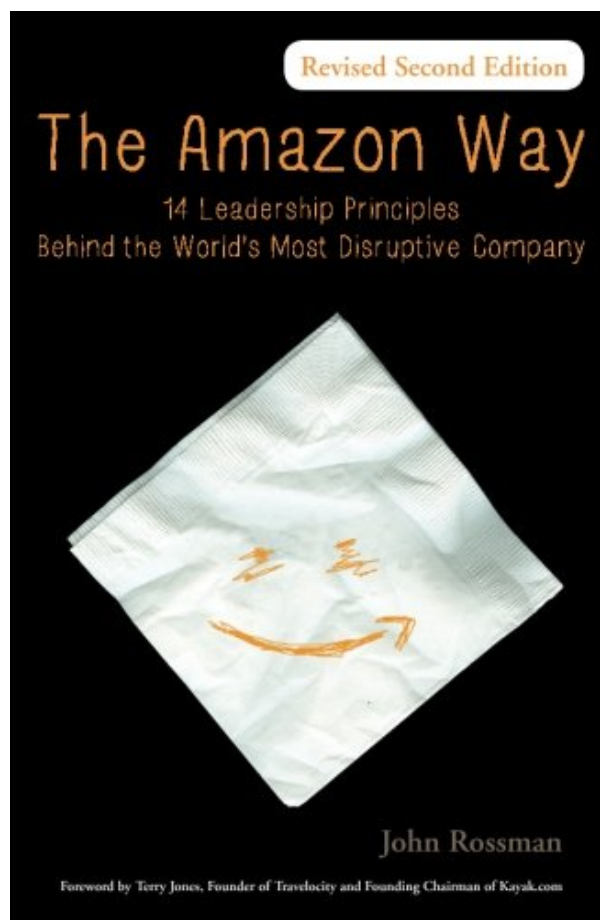


THE AMAZON WAY: 14 LEADERSHIP PRINCIPLES BEHIND THE WORLD'S MOST DISRUPTIVE COMPANY BY JOHN ROSSMAN



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Revised Second Edition

The Amazon Way

14 Leadership Principles
Behind the World's Most Disruptive Company



John Rossman

Foreword by Terry Jones, Founder of Travelocity and Founding Chairman of Kayak.com

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From Kirkus Reviews

Succinct, engaging and crafted from a high-level viewpoint; a rare open-kimono look at how one of the world's most innovative companies executes its vision.

A former Amazon executive offers an insider's perspective on the company's guiding principles. Amazon has had its share of coverage, including Brad Stone's *The Everything Store: Jeff Bezos and the Age of Amazon* (2013). But this lean book cuts a different way. Rossman, an executive at Amazon who left to become a managing director at a consulting firm, weaves his own war stories around Amazon's 14 leadership principles. While these principles are no secret, Rossman brings them to life with insightful commentary of his own. Each chapter begins with a salient "Leaders at Amazon..." statement, e.g., "Leaders at Amazon focus on the key outputs for their business and deliver them with the right quality and in a timely fashion. Despite setbacks, they rise to the occasion and never settle." Rossman then offers observations and anecdotes illuminating the corresponding idea. For example, in Chapter 1, "Obsess Over the Customer," he discusses Amazon's three customer desires, which the company considers "its holy trinity"—price, selection and availability. Instead of generalities, however, Rossman shares specific insider details that make each principle more dramatic. He relates one instance when Amazon was told by Apple that the company couldn't deliver 4,000 iPods in time for Christmas. "We were not the kind of company that ruined people's Christmas because of a lack of availability—not under any circumstances," writes Rossman, so Amazon purchased the iPods at retail and had them shipped to their warehouse to be repackaged and delivered to customers. So too is Rossman's characterization of Jeff Bezos, who comes across as a remarkably driven, if irascible, leader. As for the iPods, Bezos agreed but quipped, "I hope you'll get in touch with Apple and try to get our money back from the bastards."

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Prior to A&M, John served as director of enterprise services at Amazon.com, where he developed the Merchants @ program, a B2B network that enables millions of sellers to offer products through Amazon, which now is over 40 percent of all orders. He also ran the relationships with enterprise clients like Target.com, Toys “R” Us, Sears.ca, Marks and Spencer, and the NBA.

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Revised second edition in September, 2016

Interested in innovating and creating a customer focused culture like Amazon? In *The Amazon Way*, Rossman introduces readers to the unique corporate culture of the world's largest Internet retailer, with a focus on the fourteen leadership principles that have guided and shaped its decisions and its distinctive leadership culture -- as only an insider could do.

Peppered with humorous and enlightening firsthand anecdotes from the author's career at Amazon, this revealing business guide is also filled with the valuable lessons that have served Jeff Bezos's "everything store" so well—providing expert advice for aspiring entrepreneurs, CEOs, and investors alike.

In just twenty years, Amazon.com has gone from a start-up internet bookseller to a global company revolutionizing and disrupting multiple industries, including retail, publishing, logistics, devices, apparel, and cloud computing.

But what is at the heart of Amazon.com's rise to success? Is it the tens of millions of items in stock, the company's technological prowess, or the many customer service innovations like "one-click"?

As a leader at Amazon who had a front-row seat during its formative years, John Rossman understands the iconic company better than most. From the launch of Amazon's third-party seller program to their foray into enterprise services, he witnessed it all—the amazing successes, the little-known failures, and the experiments whose outcomes are still in doubt.

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From Kirkus Reviews

Succinct, engaging and crafted from a high-level viewpoint; a rare open-kimono look at how one of the world's most innovative companies executes its vision.

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Most helpful customer reviews

18 of 19 people found the following review helpful.

Good if you don't have time for "The Everything Store"

By Reid Wegner

It's a handy, compact package of Bezos-think, but if you already read Brad Stone's "The Everything Store," this is basically just the Cliff's Notes version. If you haven't read that one and don't have time to, this will give you the management takeaways without the biography and corporate history.

2 of 2 people found the following review helpful.

Smooth and Interesting Read. Truly enjoyed reading *The Amazon Way*.

By Amazon Customer

The Amazon Way was a smooth and interesting read, and I could relate to the principles and examples presented throughout the book.

As a retired Marine, I could relate to what *The Amazon Way* said about having a "Bias for Action" and "Diving Deep" to get at root causes to understand issues and put into place mechanisms to simplify processes

and drive results. The value-added benefit of reading The Amazon Way is that it provides insights and practical examples on going “one step further” - designing the data capturing mechanisms and metrics that will demonstrate actuals and identify the weak spots that need to be addressed and improved upon in order to keep an organization moving forward with confidence and productivity.

I would recommend The Amazon Way to military personnel – both active and those who have left the service, as a vehicle by which to understand how the leadership, management, and war fighting skills acquired while serving in the armed forces can be applied to the private sector.

Additionally, I would recommend that The Amazon Way be read as a book study by an organization, military or private sector, in order to get folks into a mindset that will drive innovation, force an “open kimono” approach to addressing issues, and most importantly, driving results in ways not previously thought possible.

The Amazon Way informs how the collective genius of an organization can be tapped into and utilized to achieve results.

Great book. Laminate and take to the field.

0 of 0 people found the following review helpful.

A good, solid read based on the Amazon way

By griggsrf

Good insights from a former member of Amazon's "inner circle" who clearly states the importance of a business needn't solid, well-defined principles that are executed every day to meet the ultimate business goals.

Really a good lay down of how competitive and driven the Amazon culture is and why - for that company - it works very well. Most any leader should identify directly with the majority of Amazon's principles and would be wise to adapt them to his/her own business.

Absolutely recommended.

See all 122 customer reviews...

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