



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

Richard L. Brandt

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Amazon's business model is deceptively simple: Make online shopping so easy and convenient that customers won't think twice. It almost can 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 founder and CEO, whose unique combination of character traits and business strategy has driven Amazon to the top of the online retail world. Richard Brandt charts Bezos's rise from computer nerd to world-changing entrepreneur.

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 businesses today ignore at their peril.

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