



# **The Amazon Way: 14 Leadership Principles Behind the World's Most Disruptive Company**

*John Rossman*

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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.

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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