



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

By 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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Editorial Review

Review

“Richard Brandt compellingly profiles one of the greatest Internet executives of the era.”

—**Stephen Leeb**, author of *The Oil Factor* and *Red Alert*

“Brandt is an award-winning magazine writer and he has the classic U.S. journalist’s approach—meticulously researched and with breathless, pithy commentary . . . a good story well told. If you want to understand the Bezos phenomenon, this is an easy and efficient way to do it—just like shopping on Amazon.”

—*Management Today*

About the Author

Richard L. Brandt is an award-winning journalist who has been writing about Silicon Valley for more than two decades. He is well known throughout the technology community as a former correspondent for *BusinessWeek*, where he won a National Magazine Award. He lives in San Francisco. Visit richardbrandt.com

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