



Business the Amazon.com Way - Secrets of the Worlds Most Astonishing Web Business (Paperback)

By Rebecca Saunders

John Wiley and Sons Ltd, United Kingdom, 2002. Paperback. Condition: New. 2nd ed.. Language: English . Brand New Book. Having toppled the bookselling giants on--line, Jeff Bezos is now leading its list, not to mention a makeover for the web's most recognisable site, is Amazon pushing its luck or positioning for the future of e--commerce? The so--called a market correction has questioned the future of e--retailing, but for Amazon the future is still bright. Now completely updated for this new edition, Business the Way shows how Jeff Bezos is leading Amazon into the harvesting phase, promising a great ride for investors, a great experience for shoppers and a model for entrepreneurs and business leaders everywhere.



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