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Teacher The three significant issues that Mr. Bezos pointed out in the interview were as follows; a. Start with the and work backwards/customer obsessed

When starting a business, it's the customer that is central to business of Amazon and they work backwards. Mr. Bezo differentiated Amazon with other companies who think first of competitors that they will kill in creating their business. In Amazon, they think first of what their customers want and what they will embrace.

b. Willing to things at long term view

And good invention takes time to materialize and they do not look at making money at it in the short term such as quarterly but rather on the long-term. Rather than destroying competitors which is very short term, Amazon would like more to look into dark alleys and see if it opens new doors because in their experience it sometimes does like the business of e-books and kindle fire. They also constantly pay attention to what their customer wants and what the future holds, the available technological infrastructure whether it is good or bad for their business and they are willing to work to remain relevant.

c. Willingness to invest -

What makes Mr. Bezo excited about his work at Amazon is that they invent. And invention necessitates willingness to invest. Willingness to invest means willingness to lose money but also other intangibles such as willingness to be misunderstood and willingness to fail. This mindset was so effective that in

the interview, a caption of a news print out that investors in Amazon approves of Mr. Bezo's risk taking mindset that their stocks gain 30%.