

It's always Day 1

Solving hard problems is just that—hard. But at Amazon, we believe in possibilities that arise when you shoot for the moon. This is our approach, and has been since the first day we launched Amazon.com in 1994. We make smart, fast decisions, stay nimble, innovate and invent—all while staying focused on delighting customers.

At Amazon we don't run from challenges, we run towards them. We work each day to envision the shape of impossible things and then we boldly make them reality. Utilizing our customers' divine discontent as our North Star, we push past limits so they can live more extraordinary lives. So far, this mindset has helped us achieve some [incredible things](#).



Business teams

Amazon Devices & Services

From the iconic Kindle and Echo to Amazon Fire TV, Fire tablets, and new ordering devices like Dash Button, this is where innovative technology is imagined, designed, built, and launched.

Amazon Web Services

AWS provides the on-demand delivery of computing power, database storage, applications, and other IT resources through a cloud services platform via the internet with pay-as-you-go pricing, which allows companies to enable virtually any type of business.

Business Development (Bizdev)

These teams include WW Advertising, Amazon Video, Prime Video and Studios, Amazon Music, IMDb, Cloud Drive, Amazon Registry Services, Amazon Restaurants and Tickets, and Corporate and Business Development. They drive new businesses in the company that are innovating in new or emerging market segments.

E-Commerce

Here, innovations in technology are created to power Amazon's websites and applications.

Finance & Administration

Using financial processes and controls, this team of financial reporters, administrative leaders, facilities managers, and accountants keep track of Amazon's financial health.

Legal

Amazon's intellectual property and patent efforts, business ethics and compliance, risk management, and litigation are all covered by this team

Kindle/Digital Content & Publishing

Readers and authors around the globe rely on this group. They've pioneered services like Kindle Unlimited for reading subscriptions, disruptive tools for authors to publish and distribute their work, and emerging ways to access a wide variety of content from education to comics. And they've innovated reading tools – from e-readers to tablets.

North America & International Retail

This team directly focuses on helping customers find and discover virtually anything they want to buy. How? Through broadening our selection in existing product categories, expanding selections into new areas, making sure that Amazon's in-stock levels are optimal, and creating innovative site features.

Worldwide Operations & Customer Service

On this team, you'll need expertise in lean process design, Six Sigma quality, and a passion for technical innovation to oversee all aspects of supply chain management and customer service.

Seller Service

This group focuses on making it "trivially easy" for individual sellers and merchants of all shapes and sizes to do business on Amazon.

Our Leadership Principles aren't just a pretty inspirational wall hanging. They define us, and are deeply rooted into our culture—we use them every day.

Customer obsession

Leaders start with the customer and work backwards. They work vigorously to earn and keep customer trust. Although leaders pay attention to competitors, they obsess over customers.

Ownership

Leaders are owners. They think long term and don't sacrifice long-term value for short-term results. They act on behalf of the entire company, beyond just their own team. They never say, "That's not my job."

Invent and simplify

Leaders expect and require innovation and invention from their teams and always find ways to simplify. They are externally aware, look for new ideas from everywhere, and are not limited by "not invented here." As we do new things, we accept that we may be misunderstood for long periods of time.

Are right, a lot

Leaders are right a lot. They have strong business judgment and good instincts. They seek diverse perspectives and work to disconfirm their beliefs.

Hire and develop the best

Leaders raise the performance bar with every hire and promotion. They recognize exceptional talent, and willingly move it throughout the organization. Leaders develop leaders and take seriously their role in coaching others. We work on behalf of our people to invent mechanisms for development like Career Choice.

Insist on the highest standards

Leaders have relentlessly high standards – many people may think these standards are unreasonably high. Leaders are continually raising the bar and driving their teams to deliver high-quality products, services, and processes. Leaders ensure that defects do not get sent down the line and that problems are fixed so they stay fixed.

Learn and be curious

Leaders are never done learning and always seek to improve themselves. They are curious about new possibilities and act to explore them.

Think big

Thinking small is a self-fulfilling prophecy. Leaders create and communicate a bold direction that inspires results. They think differently and look around corners for ways to serve customers.

Frugality

Accomplish more with less. Constraints breed resourcefulness, self-sufficiency, and invention. There are no extra points for growing headcount, budget size, or fixed expense.

Earn trust

Leaders listen attentively, speak candidly, and treat others respectfully. They are vocally self-critical, even when doing so is awkward or embarrassing. Leaders do not believe their or their team's body odor smells of perfume. They benchmark themselves and their teams against the best.

Bias for action

Speed matters in business. Many decisions and actions are reversible and do not need extensive study. We value calculated risk-taking.

Dive deep

Leaders operate at all levels, stay connected to the details, audit frequently, and are skeptical when metrics and anecdote differ. No task is beneath them.

Have backbone; disagree and commit

Leaders are obligated to respectfully challenge decisions when they disagree, even when doing so is uncomfortable or exhausting. Leaders have conviction and are tenacious. They do not compromise for the sake of social cohesion. Once a decision is determined, they commit wholly.

Deliver results

Leaders focus on the key inputs for their business and deliver them with the right quality and in a timely fashion. Despite setbacks, they rise to the occasion and never settle.