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The Everything Store Book Review Customer Thermometer

The Everything Store: Jeff Bezos and the Age of Amazon by Brad Stone was this fortnight's reading material for me. Since one of Amazon's central strategies is customer retention, I was fascinated to read about the inner workings of the business.

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The Everything Store Wikipedia

The Everything Store: Jeff Bezos and the Age of Amazon is a 2013 book written by journalist Brad Stone. It documents the rise of Amazon.com . [1] [2] While a bestseller it received its first one-star review on Amazon from MacKenzie Bezos , wife of Jeff Bezos , claiming many inaccuracies in her extensive review, while pointing out only one, the timing of Jeff Bezos reading the novel Remains of the Day .

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Book review The Everything Store Jeff Bezos and the Age

Explosive. That s how the cover of Bloomberg BusinessWeek bills The Everything Store by journalist Brad Stone. That s an overstatement but the meticulously reported book has

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The Everything Store Summary Four Minute Books

1-Sentence-Summary: The Everything Store is the closest biographical documentation of the unprecedented rise of Amazon as an online retail store with an almost infinite amount of choice, based on over 300 interviews with

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