



## The Story of Amazon.com

By Sara Gilbert

Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. The Amazon we know today began in a garage with Jeff Bezos and a few employees developing software? On July 16, 1995, American entrepreneur and e-commerce pioneer, Jeff Bezos invited 300 friends to beta test a website he had developed. The site was named Amazoncom, after the meandering South American river. The initial success of the company was meteoric. With no press promotion, Amazoncom sold books across the United States and in 45 foreign countries within 30 days. We bring you the origins, leaders, growth and products of Amazoncom, an undisputed giant in the e-commerce market. JAICOS CREATIVE COMPANIES SERIES explores how today's great companies operate and inspires young readers to become the entrepreneurs and businessmen of tomorrow. Printed Pages: 72.



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