

# One Click: Jeff Bezos And The Rise Of Amazon.com By Richard L. Brandt

By Richard L. Brandt

## Jeff Bezos | Speaker | TED.com -

As founder and CEO of Amazon.com, Jeff Bezos defined online shopping and rewrote the rules of commerce, ushering in a new era in business.

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## Jeff Bezos | One Click Root -

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Richard L. Brandt is an award-winning journalist and former correspondent for BusinessWeek. He is the author of Inside Larry and Sergey's Brain. Amazon's business

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<http://www.forbes.com/sites/katevinton/2015/07/23/jeff-bezos-just-gained-7-billion-in-an-hour-to-become-worlds-fifth-richest/>

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**Amazon.com - Wikipedia, the free encyclopedia -**

One Click: Jeff Bezos and the Rise of Amazon.com. Penguin Publishing. p. 228. ISBN

<https://en.wikipedia.org/wiki/Amazon.com>

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