



A loja de tudo (Portuguese Edition)

Brad Stone

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A Amazon foi uma pioneira no comércio de livros pela internet e esteve à frente da primeira grande febre das pontocom. Mas Jeff Bezos, seu visionário criador, não se contentaria com uma livraria virtual descolada: ele queria que sua empresa dispusesse de uma seleção ilimitada de produtos a preços radicalmente baixos — e se tornasse “a loja de tudo”.

Com o objetivo de descortinar esse universo, o jornalista Brad Stone obteve acesso inédito a funcionários e executivos da Amazon, além de familiares e amigos de Bezos, e o resultado é um retrato detalhado da vida na gigante do comércio on-line que expõe um mundo de competitividade sem limites. Como outros precursores da tecnologia, entre eles Steve Jobs, Bill Gates e Mark Zuckerberg, Bezos não cede em sua incansável busca por novos mercados, transformando o varejo da mesma forma como Henry Ford revolucionou a indústria — com uma impiedade tamanha que só se iguala à sua vontade de oferecer a melhor experiência possível ao cliente.

A loja de tudo é a biografia definitiva da start-up que fez uma das primeiras e maiores apostas na internet e mudou para sempre a nossa forma de ler e de comprar. É um relato honesto sobre a empresa mais emblemática da nossa era, bem como um olhar profundamente pessoal sobre o icônico personagem que a criou.

Agraciado com o prêmio de “melhor livro de negócios de 2013” pelo Financial Times/Goldman Sachs, também foi selecionado entre os melhores títulos do ano por publicações como The Washington Post e Forbes.

A obra reúne depoimentos inéditos de amigos, familiares, colaboradores e ex-funcionários da Amazon, revelando importantes detalhes de todas as jogadas de Jeff Bezos para tornar a Amazon uma das empresas mais poderosas da atualidade.

O livro inclui dezenas de imagens inéditas de Jeff Bezos desde a infância até se tornar um bilionário do Vale do Silício.

“É uma grande aula de administração de empresas e a biografia de um visionário. Conta como Bezos construiu a maior loja virtual do mundo, quantas besteiras fez e como virou um ícone perseguindo uma só ideia: o poder da rede.” **Elio Gaspari, colunista de Folha de S.Paulo e O Globo**

Best-seller da Veja

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