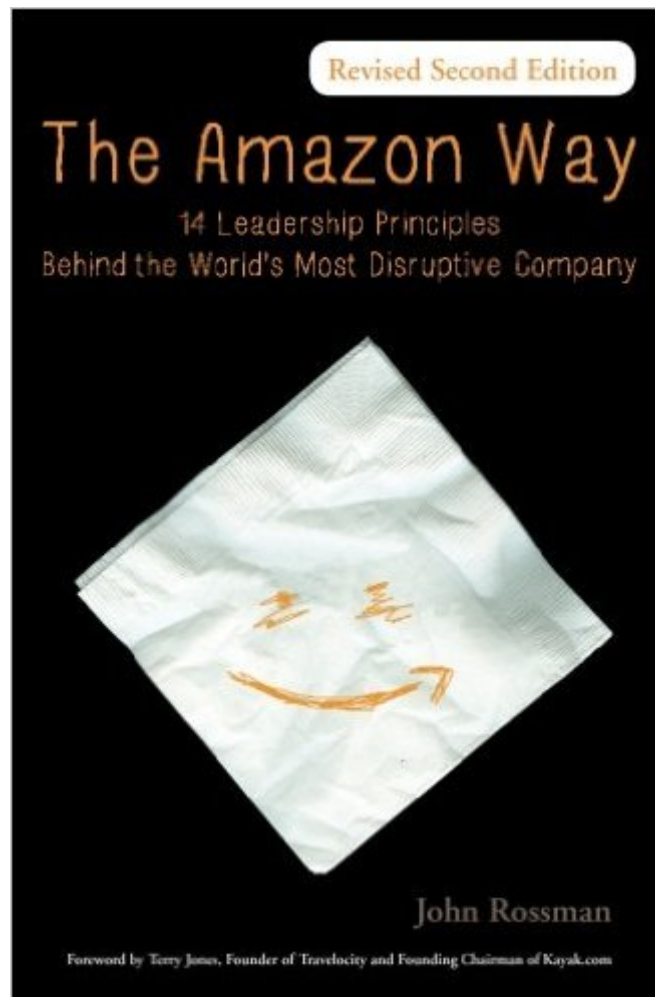


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# The Way: 14 Leadership Principles Behind The World's Most Disruptive Company



## Synopsis

Revised second edition Interested in innovating and creating a customer focused culture like ? In *The Way*, Rossman introduces readers to the unique corporate culture of the world's largest Internet retailer, with a focus on the fourteen leadership principles that have guided and shaped its decisions and its distinctive leadership culture. Peppared with humorous and enlightening firsthand anecdotes from the author's career at , this revealing business guide is also filled with the valuable lessons that have served Jeff Bezos's "everything store" so well "providing expert advice for aspiring entrepreneurs, CEOs, and investors alike. In just twenty years, .com has gone from a start-up internet bookseller to a global company revolutionizing and disrupting multiple industries, including retail, publishing, logistics, devices, apparel, and cloud computing. But what is at the heart of .com's rise to success? Is it the tens of millions of items in stock, the company's technological prowess, or the many customer service innovations like "one-click"? As a leader at who had a front-row seat during its formative years, John Rossman understands the iconic company better than most. From the launch of its third-party seller program to their foray into enterprise services, he witnessed it all "the amazing successes, the little-known failures, and the experiments whose outcomes are still in doubt.

## Book Information

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## Customer Reviews

It's a handy, compact package of Bezos-think, but if you already read Brad Stone's "The Everything Store," this is basically just the Cliff's Notes version. If you haven't read that one and don't have time to, this will give you the management takeaways without the biography and corporate history.

I was immediately drawn to the book having been an international customer for since 2011 who lives in Africa. I've mainly shipped Books directly to my P.O Box address in Swaziland,disappointingly I've found it almost impossible to find 3rd party sellers who ship other goods internationally but I would still get stuff from through friends who travel or live in the U.S. for those reasons I was drawn to the book to learn more about 's Insights to Leadership. I'm still hopeful that I will soon be able to get almost everything from the Market Place delivered right at my door step in Africa,Swaziland. Back to the Book,the Author did an incredible job articulating the Leadership Principles behind , I'm still getting a buzz trying to put them together in my head and picking the best I can implement immediately to both my carrer and personal life. The good news is that the majority of these can be applied without spending millions of dollars. I also learnt that the normal BI (Business Intelligence) doesn't work because is not realtime. I also liked appendix B, on Free Cash Flow Vs Net Earnings,just another way of being different while seeking to be the best. I've recently learnt that since this book was published, has continued grow and is now number one retailer at \$248B by Market Cap, and other news off course. It would seem is on "everybody's lips nowadays. I enjoyed the book a look, straight to the point.

I think this is a impressive overview of 's leadership principles with examples from Mr. Rossman's experiences inside the company running a huge project. I found the book easy to read, the stories matched up with each principle and the leadership advice was very useful. Honestly I think the book could be longer, perhaps with additional experiences from other times in Mr. Rossman's career or other big projects implementing the leadership ideas. I have recently had the opportunity to speak with Mr. Rossman as a part of a work event I am planning at another Seattle company and he is very passionate about this material, but also engaging and humble in his presentation. This is a great book and well worth the price!

John does a great job of documenting the principles of , and more importantly how those principles can apply to our organizations. My favorite Chapter is Chapter 3: Invent and Simplify. The Way is packed full of fantastic stories and told with humor. For any organization that is looking to build a customer experience, I would recommend this book to any executive. The only thing that I would recommend over reading the Way is listening to John speak in person. "The best customer service is no service - because the best experience happens when the customer never has to ask for help at all" - Customer Service principle. Rad.

The Way was a smooth and interesting read, and I could relate to the principles and examples presented throughout the book. As a retired Marine, I could relate to what The Way said about having a "Bias for Action" and "Diving Deep" to get at root causes to understand issues and put into place mechanisms to simplify processes and drive results. The value-added benefit of reading The Way is that it provides insights and practical examples on going "one step further" - designing the data capturing mechanisms and metrics that will demonstrate actuals and identify the weak spots that need to be addressed and improved upon in order to keep an organization moving forward with confidence and productivity. I would recommend The Way to military personnel "both active and those who have left the service, as a vehicle by which to understand how the leadership, management, and war fighting skills acquired while serving in the armed forces can be applied to the private sector. Additionally, I would recommend that The Way be read as a book study by an organization, military or private sector, in order to get folks into a mindset that will drive innovation, force an "open kimono" approach to addressing issues, and most importantly, driving results in ways not previously thought possible. The Way informs how the collective genius of an organization can be tapped into and utilized to achieve results. Great book. Laminated and taken to the field.

If you are an Amazon Prime member, you are continuously amazed at how quickly something you order on is received and it never gets old. If you are thinking about membership ask a friend...most likely they are a member. This experience caused me to read "The Way" to learn how this process came to be and why it works so well. Written by John Rossman, who was the key developer of the program that facilitates third party companies to sell their products on the site, the book describes the philosophy and principles behind and particularly CEO Jeff Bezos. A fascinating quick read that will have you rethinking how you run your business and the changes you need to make to run your business in the future...TODAY. Maurice Rubino

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