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The must-read summary of Robert Spector's book: "Amazon.com. Get Big Fast: Inside the Revolutionary Business

Model That Changed the World". This complete summary of the ideas from Robert Spector's book "Amazon.com. Get Big Fast" points to the fact that not many of us would have thought, twenty years ago, that we would be buying books from a computer, let alone reading them from a digital tablet. Interestingly, the idea for Amazon was conceived when Jeff Bezos, a Wall Street neophyte, was assigned the task of coming up with a profitable Internet businesses. The idea of selling books on the Internet was the one which seemed to create the most interesting opportunities. An online bookstore would have a competitive advantage to physical stores ndash; it could store endless titles and respond to its customersrsquo; preferences.nbsp;This summary talks about how Amazon came into being and how Bezos developed the culture of his company, looking to Microsoft, FedEx and Walt Disney for inspiration. With an obsession for customer service he introduced functions like book recommendations and one-click buying. "In less than four years, Amazon.com went from zero to \$2.6 billion in sales". With those stats in mind it comes as no surprise that Amazonrsquo;s company motto is to "Work hard, have fun and make history." And make history it certainly hashellip;Added-value of this summary:nbsp;bull;nbsp;Save timebull;nbsp;Understand the key conceptsnbsp;bull;nbsp;Increase your business knowledgeTo learn more, read "Amazon.com. Get Big Fast" and discover how to succeed in an Internet business.