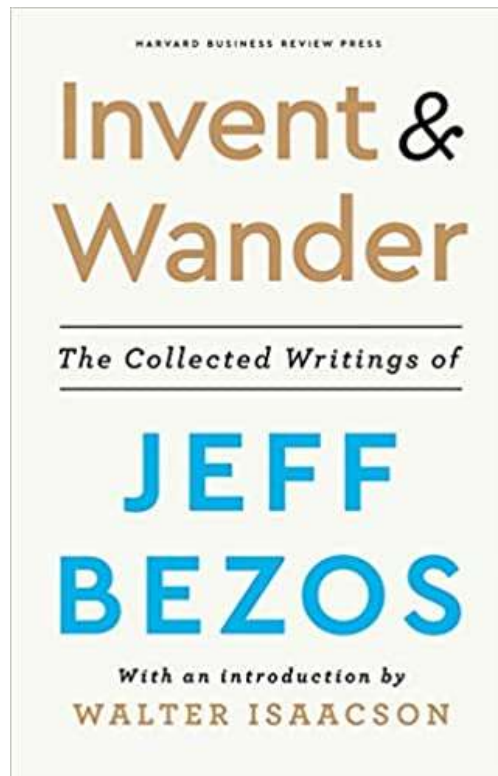


Introducing a Book:

Invent & Wander

The Collected Writings of Jeff Bezos



Courtesy: https://www.amazon.com/Invent-Wander-Collected-Writings-Introduction/dp/1647820715/ref=sr_1_1?crid=3JFVUBNOFY3HF&dchild=1&keywords=invent+%26+wander+the+collected+writings+of+jeff+bezos&qid=1609547456&s=books&prefix=Invent+%26%2Cstripbooks%2C440&sr=1-1

This is an interesting collection of thoughts of a very successful businessperson – **Jeff Bezos**. The book is published by Harvard Business Review Press and Public Affairs. The name *Jeff Bezos* is enough to attract the students and others to read this book. But the book offers very useful ideas and concepts for all who wish to start a business, to teach courses in business administration and who want to do research for their higher degrees in business administration. Walter Isaacson, well-known biographer of several popular books on several leading personalities in human history including Albert Einstein, former CEO of CNN and editor of *Time* magazine, has written an insightful introduction to this book. He considers Jeff Bezos to be “gifted with

creativity and imagination, passionately curious, has the trait to love and to connect the arts and science, truly innovative and creative, retaining a childlike sense of wonder as found in Leonardo da Vinci, Benjamin Franklin, Einstein, and Steve Jobs”. He declares, “trifecta – humanities, technology, business – is what has made him [Jeff Bezos] one of our era’s most successful and influential innovators.” This Introduction section by Walter Isaacson gives an excellent and inspiring biography of Jeff Bezos as a young person. Thus, this section is equally important for us to read and identify the childhood, youth and college and university student features of Jeff Bezos which ultimately led him to become an unparalleled businessperson employing technology, human values, etc.

The Introduction by Walter Isaacson identifies five most important lessons from Jeff Bezo’s writings: “1. Focus on the long term. 2. Focus relentlessly and passionately on the customer. 3. Avoid PowerPoint and slide presentations. 4. Focus on the big decisions. 5. Hire the right people.”

This book is a collection of letters he wrote to the shareholders. The book also contains materials from Jeff Bezos’ interviews and speeches. The titles given to the sections indicate the content that might be part of the respective sections.

Part 1 The Shareholder Letters

It’s all about the Long Term (1997)

Obsessions (1998)

Building for the Long Term (1999)

The Customer Franchise Is Our Most Valuable Asset (2001)

What’s Good for Customers Is Good for Shareholders (2002)

Long-Term Thinking (2003)

Thinking About Finance (2004)

Making Decisions (2005)

Growing New Businesses (2006)

A Team of Missionaries (2007)

Working Backward (2008)

Setting Goals (2009)

Fundamental Tools (2010)

The Power of Invention (2011)

Internally Driven (2012)

“Wow” (2013)

Three Big Ideas (2014)
Big Winners Pay for Many Experiments (2015)
Fending Off Day 2 (2016)
Building a Culture of High Standards (2017)
Intuition, Curiosity, and the Power of Wandering (2018)
Scale for Good (2019)

Part 2 Life & Work

My Gift in Life
A Crucial Moment at Princeton
“We Are What We Choose”: Address to the Princeton Graduating Class of 2010
Resourcefulness
Why I went from a Hedge Fund to Selling Books
Finding the Root Cause
Creating Wealth
The Idea for Prime
Thinking Three Years Out
Where the Idea of Amazon Web Services Came From
Alexa, AI, and Machine Learning
Physical Stores and Whole Foods
Buying the *Washington Post*
Trust
Work-Life Harmony
Recruiting Talent: Do You Want Mercenaries or Missionaries?
Decisions
Competition
Government Scrutiny and big Companies
The Climate Pledge
The Bezos Day One Fund

The Purpose of Going into Space
It's Still Day One for America

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