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Robert Spector

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**Robert Spector : Amazon.com: Get Big Fast** before purchasing it in order to gage whether or not it would be worth my time, and all praised Amazon.com: Get Big Fast:

2 of 2 people found the following review helpful. Great Peek Into the Startup Phase; Adequate After IPO PhaseBy FlatwellFunny that you're reading a review of .com on .com.The author had access to a number of key players in the startup phase of the firm. He uses this to great effect, giving us a very clear and you-are-there feel to the startup phase of the firm. There are great stories about looking for cheap office space, engineers trying to create software that will be robust but also deliver it on time so they can have customers, trying to get funding when nobody knows who you are and nobody understands your business plan (what the heck is this Internet anyway?). Having survived a different startup

around the same time, writing Perl code to deliver products on the web, all the trials and tribulations that went through feel very authentic and real. This is bar none the best book on the .com startup phase. This would've garnered 5 stars. Unfortunately, the book relies less on first-hand players and more on press releases and public knowledge after the IPO phase. In fact, the author starts one chapter with the following apology: "The following reads like a shopping list because it is a shopping list." The chapter is devoted to the post-IPO shopping spree where he bought various other Internet startups, most of which bombed. In addition, the latter chapters lack the insight and analysis that made the earlier chapters a joy to read. For example, how could a corporate culture of fanatical thriftiness spend so much cash on acquisitions that went nowhere? Why save a few dollars on eliminating free aspirin when the company is shoving hundreds of millions of dollars on pie-in-the-sky ventures like Pets.com? It's not like this wasn't overlooked. The author lavishly details both the thriftiness and the overspending, but never attempts to reconcile the two. There are other examples like this in the latter chapters, which reads more like a litany of press releases rather than a compelling story with insight and analysis that made the earlier chapters so gripping. Thus the 4 stars. Lastly, by the time you read this book, .com has grown into new directions beyond what the book portrays. It's a good overview of the startup phase, adequate beyond the IPO phase up to about the year 2000 to the beginnings of the NASDAQ meltdown, but not beyond it.

16 of 17 people found the following review helpful. **THE RISE OF A CORPORATE AND CULTURAL E-COMMERCE LEVIATHAN...** By lawyer aau This is an unauthorized account of an e-commerce leviathan's rise from obscurity. So, if one is looking for a detailed business module or a blue print of its technology, look elsewhere, as this is not the book for you. What this book offers is a very interesting, well-organized narrative on the early, heady days of .com. when it was just an upstart internet bookseller looking to make its mark big time, as well as a look at its founder, Jeff Bezos, painting a flattering and intriguing portrait of this now multi-billionaire. For its founder, Jeff Bezos, it was not, however, just about the money. If that were the case, he would never have left his seven figure Wall Street job. For him, it was about the opportunity to be on the ground floor of a business that would change the retailing community forever. Jeff Bezos, a true visionary, chose to take that challenge, and in doing so, he would forever change the dot.com world and the retailing community. The author, a business reporter for various publications, delineates just how it was that Jeff Bezos did so. This book offers up an interesting summary on how Jeff Bezos was able to take the online community by storm and upset the status quo. The author provides a biographical narrative on who Jeff Bezos is. It is grounded in the context of where he grew up, his schooling, as well as his early interests. It segues from his Ivy League educational underpinnings to his foray into the upper echelons of Wall Street, deriving the experience that he needed in order to take on the risky proposition of starting up his own dot.com company. It is clearly the story of a visionary and decision maker with heart. The book succinctly details the rise of .com as an e-commerce force with which to be reckoned. It tracks its growth and change from an upstart, fledgling, by-the-seat-of-its-pants-company to one that is now a staple of the popular lexicon. It superficially explores the philosophy of Jeff Bezos in terms of having his business "get big fast" and the technological, financial, and logistical hurdles that the business needed to overcome in order to do so. The author also keys in on the ability of Jeff Bezos to think out of the box, when so many business pundits said that what he sought to do could not be done. The overall texture of this book is enhanced by information provided by those with some insider knowledge, such as those who knew Jeff Bezos, those who worked with him in those early halcyon days, rival "brick and mortar" executives, business analysts, and financiers, among others. This book, which is a look at a visionary and his company, details how that visionary was able to transform his company into a veritable cultural phenomenon unto itself. Those who are devotees of will find this well-written book heady stuff, indeed, as it makes for absorbing reading.

0 of 0 people found the following review helpful. **A history of** By Dejeru This book gives some details about .com's start-up and how it grew, as well as talks about Jeff Bezos, the founder.

In Amazon.com Jeff Bezos built something the world had never seen. He created the most recognized brand name on the Internet, became for a time one of the richest men in the world, and was crowned "the king of cyber-commerce." Yet for all the media exposure, the inside story of Amazon.com has never really been told. In this revealing, unauthorized account, Robert Spector, journalist and best-selling author, gives us this up-to-date, fast-paced, behind-the-scenes story of the company's creation and rise, its tumultuous present, and its uncertain future.

About the Author Robert Spector has reported on business for USA Today, UPI International, NASDAQ Magazine, and Women's Wear Daily and appears frequently on television and radio. He is the author of the national bestseller *The Nordstrom Way*.