

The Everything Store: Jeff Bezos and the Age of Amazon

Author: Brad Stone

Published by Little, Brown and Company (Paperback – August 12, 2014) 405 pages



Brad Stone has done a brilliant job in describing the very unusual life and thinking of Jeff Bezos (founder of Amazon.com) in his book, *The Everything Store: Jeff Bezos and the Age of Amazon*. Bezos unconventional business strategies, perseverance and self-confidence are demonstrated very convincingly and dramatically throughout the book. Stone provides a vivid glimpse into the fast paced and rigorous work environment at Amazon, and contrasts Amazon's customer friendly image with its cutthroat business practices.

The research gone in this book is amazing as the author doesn't leave any stone unturned in describing Bezos' life in this biography. From his beginnings at DE Shaw, to the formation of Amazon as a small online book seller in the 90's, to discovering and interviewing Jeff's biological father, Stone observes a wide breadth of topics of Bezos's life.

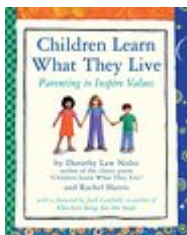
In this book, Stone has weaved through hundreds of breathtaking Anecdotes including Jigglypuff Crisis of 2001 and Bezos's cost cutting measures (which included ripping flat screen TVs from the walls and leaving the mount in place for his employees to bang their heads on) to keep the readers spellbound. Jeff made throughout the formation of his online shopping behemoth, instead of the emotional decisions that went in to making them. At times Bezos was ruthless and didn't hesitate firing the folks who helped him start the company.

Bezos's Journey from working at a small internet investment firm to one of the richest and most successful people in the world teaches readers valuable life lessons in hard work, short and long term planning, goal setting and leadership. I recommend this book to all readers.

Children Learn What They Live: Parenting to Inspire Values

Author: Dorothy Nolte

Publisher: Workman Publishing (Paperback– May, 1998) 240 pages



Children Learn What They Live by Dorothy Nolte is a must read for all new parents. This is a must read for expecting or new parents. This is a very old book, but was recommended to me by a friend. I am glad that I read it.

Nolte conveys wonderful values to all parents in this book. Dorothy, a lifelong teacher and lecturer on family dynamics, presents a simple but powerful guide to parenting the old-fashioned way: instilling values through example. Written with psychotherapist Rachel Harris, the 19 couplets of the poem are developed into jealousy, shame, praise, recognition, honesty, fairness, tolerance, and more. Filled with positive, realistic common sense, it is a book to help parents find their own parenting wisdom, and to raise children with a surer, steadier, more understanding hand.