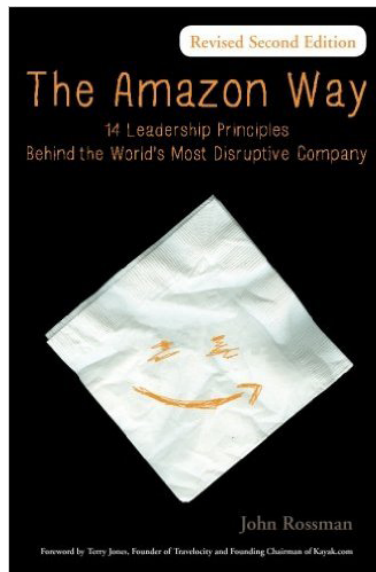


Book Review



The Amazon Way: 14 Leadership Principles behind the World's Most Disruptive Company

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The book entitled 'The Amazon Way' is a delightful book to read for many reasons. For one, it makes a departure from the past by highlighting the value of 'disruptive thinking and doing', which makes the company Amazon, different from others. This is a book about an 'American corporation that actually lives it values.'

Throughout the fourteen chapters of the book, the reader can learn about how the team at Amazon gets 'obsessed with the customer, invents, simplifies, and thinks big, while practising frugality'. The author pertinently points out the painstaking efforts taken at Amazon to ensure that the values are supported by a precise set of measurements, and well defined service level agreements to capture any deviation when things go off the track. At the heart of the company's success, lies its ability to innovate time and again to provide the customers the value created from such innovations on a continuous basis. The company does not bask on its past glory of innovation and success, but rather, is willing to learn from its mistakes and adjust its business doctrines, whenever deemed necessary. The example of this may be found in Amazon's more recently updated Leadership principle suggesting to be 'vocally critical and learn and be curious'.

Contemporariness is more valued at the company to serve customers better than be victimized by 'brittle dogmatic positions'. In the end, it is all about being obsessed over the customer them better with a relentless pursuit for business excellence with accountability. Trusting and verifying is at the root of all business decisions and driving improvements through real-time data gathering through business intelligence systems, and using this data to reduce errors, improve cycle times and decrease cost by applying automation and seeking instrumentation, makes 'The Amazon Way' of doing business unique in nature.

Thus, here is a company which dared to be different and continuously sought to question its own innovations. By learning to disrupt its old ways and adopt new ones, the online bookseller of yesteryears has now become Amazon.com. it has conquered the world of online shopping making it easy for all sorts of customers to shop online not only by giving them opportunity to buy global brands , through comparison and customization , but also changing the very experience of shopping by clicking anywhere, at any time, from the comfort of their homes and places of work.