

I have been a “power customer” for over a decade, and a [Prime](#) member since ~2008, and now I have the luxury of being part of the Amazon machine working within the AWS group.

Even if none of that were true I have a fascination with business leaders as anyone who knows me would confirm, and [Jeff Bezos](#) is undeniably one of the most prolific of the last 20 years.

*The Everything Store* is a brilliant look into the life and brilliance of Jeff Bezos, and an unbiased perspective on the culture and operations of Amazon as it has evolved from an online bookseller, to the seller of virtually everything, a technology titan, and global leader in commerce.

Ironically the portrait of the company from 2012 is largely unchanged, and the success and growth of Amazon has only accelerated to meteoric levels by comparison.