

AMZN

Social context

“They [Amazon] are doing what business schools teach people to do. They’re doing it aggressively, skilfully and with great intelligence and they will continue to do that unless they are constrained by other forces of society.”

source: Shel Kaphan, programmer and first Amazon employee in conversation with James Jacoby, *Amazon Empire: The Rise and Reign of Jeff Bezos*, dir. James Jacoby, PBS, 2020