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Read Le monde selon Amazon Benoît Berthelot le livre en ligne PDF EPUB mobi, Enquête dans les coulisses de la " machine à vendre "

En vingt-cinq années de croissance vorace, le petit libraire en ligne de Seattle s'est hissé au sommet du commerce mondial. Son fondateur visionnaire, Jeff Bezos, est aujourd'hui l'homme le plus riche de la planète. L'un des plus redoutés aussi.

Tel un gourou, il dirige ses 600 000 employés sans état d'âme, érigeant ses redoutables méthodes de management en nouvelle religion.

Ses ambitions sont sans limites. Déjà maître de nos données personnelles, il veut transformer nos vies. Souvent à notre insu : Amazon investit des milliards de dollars dans l'intelligence artificielle, la robotique, les drones, la sécurité, la santé, et même la conquête spatiale.

Trois années d'une enquête inédite à travers le monde ont permis à Benoît Berthelot de percer à jour les rouages les plus secrets de la galaxie Amazon.

Des plus proches collaborateurs de Jeff Bezos aux ouvriers des entrepôts en passant par des ingénieurs (très) haut placés, il a rencontré plus de 150 salariés de l'entreprise, d'habitude tenus au silence, qui lui ont confié des documents exclusifs et confidentiels. Le puzzle, une fois assemblé, dessine le portrait d'un empire tentaculaire et hors de contrôle, un projet de société vertigineux que seuls les consommateurs pourront peut-être remettre en question.

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