

Jeff Bezos Quotes

*People, Thinking, Business, Inspirational, Long, Important, Want, Technology,
Needs, Believe, Years, World, Choices, Motivation, Book, Amazon, Internet,
Company, Success, Way*

A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.

~Jeff Bezos

The common question that gets asked in business is, why? That's a good question, but an equally valid question is, why not?

~Jeff Bezos

We can't be in survival mode. We have to be in growth mode.

~Jeff Bezos

What we want to be is something completely new. There is no physical analog for what Amazon.com is becoming.

~Jeff Bezos

One of the huge mistakes people make is that they try to force an interest on themselves. You don't choose your passions; your passions choose you.

~Jeff Bezos

If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.

~Jeff Bezos

It's hard to find things that won't sell online.

~Jeff Bezos

A company shouldn't get addicted to being shiny, because shiny doesn't last.

~Jeff Bezos

Everything you are comes from your choices.

~Jeff Bezos

We've had three big ideas at Amazon that we've stuck with for 18 years, and they're the reason we're successful: Put the customer first. Invent. And be patient.

~Jeff Bezos

Amazon.com strives to be the e-commerce destination where consumers can find and discover anything they want to buy online.

~Jeff Bezos

The human brain is an incredible pattern-matching machine.

~Jeff Bezos

Your brand is what people say about you when you're not in the room

~Jeff Bezos

I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying.

~Jeff Bezos

Obsess about customers, not competitors.

~Jeff Bezos

Entrepreneurs must be willing to be misunderstood for long periods of time.

~Jeff Bezos

People who are right most of the time are people who change their minds often

~Jeff Bezos

We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better.

~Jeff Bezos

If you're competitor-focused, you have to wait until there is a competitor doing something. Being customer-focused allows you to be more pioneering.

~Jeff Bezos

Things never go smoothly.

~Jeff Bezos

Determine what your customers need, and work backwards.

~Jeff Bezos

If you think about the long term then you can really make good life decisions that you won't regret later.

~Jeff Bezos

Cleverness is a gift, kindness is a choice.

~Jeff Bezos

Above all else, align with customers. Win when they win. Win only when they win.

~Jeff Bezos

The most important single thing is to focus obsessively on the customer. Our goal is to be earth's most customer-centric company.

~Jeff Bezos

We are our choices. Build yourself a great story.

~Jeff Bezos

If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.

~Jeff Bezos

All businesses need to be young forever. If your customer base ages with you, you're Woolworth's.

~Jeff Bezos

What's dangerous is not to evolve.

~Jeff Bezos

Invention is by its very nature disruptive. If you want to be understood at all times, then don't do anything new.

~Jeff Bezos

Where you are going to spend your time and your energy is one of the most important decisions you get to make in life.

~Jeff Bezos

In Seattle you haven't had enough coffee until you can thread a sewing machine while it's running.

~Jeff Bezos

Any business plan won't survive its first encounter with reality. The reality will always be different. It will never be the plan.

~Jeff Bezos

Focusing on the customer makes a company more resilient.

~Jeff Bezos

Market leadership can translate directly to higher revenue, higher profitability, greater capital velocity and correspondingly stronger returns on invested capital.

~Jeff Bezos

If we can keep our competitors focused on us while we stay focused on the customer, ultimately we'll turn out all right.

~Jeff Bezos

The great thing about fact-based decisions is that they overrule the hierarchy.

~Jeff Bezos

Our premise is there are going to be a lot of winners. It's not winner take all. Other people do not have to lose for us to win.

~Jeff Bezos

Though we are optimistic, we must remain vigilant and maintain a sense of urgency.

~Jeff Bezos

I'd rather interview 50 people and not hire anyone than hire the wrong person.

~Jeff Bezos

We expect all our businesses to have a positive impact on our top and bottom lines ... Profitability is very important to us or we wouldn't be in this business.

~Jeff Bezos

Go to bed early and wake up early. The morning hours are good.

~Jeff Bezos

Life's too short to hang out with people who aren't resourceful.

~Jeff Bezos

You don't choose your passions; your passions choose you.

~Jeff Bezos

Cleverness is a gift, kindness is a choice. Gifts are easy-they're given after all. Choices can be hard.

~Jeff Bezos

Every new thing creates two new questions and two new opportunities.

~Jeff Bezos

We watch our competitors, learn from them, see the things that they were doing for customers and copy those things as much as we can.

~Jeff Bezos

If you want to be inventive, you have to be willing to fail.

~Jeff Bezos

One of the things that gets me up in the morning is knowing that customer expectations are always rising, and I find that very exciting.

~Jeff Bezos

If you only do things where you know the answer in advance, your company goes away.

~Jeff Bezos

I think frugality drives innovation, just like other constraints do. One of the only ways to get out of a tight box is to invent your way out.

~Jeff Bezos

Failure comes part and parcel with invention. It's not optional.

~Jeff Bezos

If you never want to be criticized, for goodness sake don't do anything new.

~Jeff Bezos

We are stubborn on vision. We are flexible on details.

~Jeff Bezos

There is no map, and charting a path ahead will not be easy. We will need to invent, which means we will need to experiment.

~Jeff Bezos

If you double the number of experiments you do per year you're going to double your inventiveness.

~Jeff Bezos

Real estate is the key cost of physical retailers. That's why there's the old saw: location, location, location.

~Jeff Bezos

It's not an experiment if you know it's going to work.

~Jeff Bezos

The best customer service is if the customer doesn't need to call you, doesn't need to talk to you. It just works.

~Jeff Bezos

If you can't feed a team with two pizzas, it's too large.

~Jeff Bezos

The one thing that offends me the most is when I walk by a bank and see ads trying to convince people to take out second mortgages on their home so they can go on vacation. That's approaching evil.

~Jeff Bezos

Advertising is the price you pay for unremakable thinking.

~Jeff Bezos

Word of mouth is very powerful.

~Jeff Bezos

I don't buy stocks, I make stocks.

~Jeff Bezos

We're not competitor obsessed, we're customer obsessed. We start with the customer and we work backwards.

~Jeff Bezos

Your brand is formed primarily, not by what your company says about itself, but what the company does.

~Jeff Bezos

It's harder to be kind than clever

~Jeff Bezos

Work hard, have fun and make history.

~Jeff Bezos

We innovate by starting with the customer and working backwards. That becomes the touchstone for how we invent.

~Jeff Bezos

If there's one reason we have done better than of our peers in the Internet space over the last six years, it is because we have focused like a laser on customer experience.

~Jeff Bezos

The Net is pretty cool, but the physical world is the best medium ever.

~Jeff Bezos

The thing about inventing is you have to be both stubborn and flexible. The hard part is figuring out when to be which.

~Jeff Bezos

Be proud of your choices, not your gifts.

~Jeff Bezos

The three most important things in retail are location, location, location.

The three most important things for our consumer business are technology, technology, technology.

~Jeff Bezos

If you're truly obsessed over customers, it'll cover a lot of errors.

~Jeff Bezos

If you look at academic studies, you can see that stock prices are most closely correlated with cash flow. It's such a straightforward number. Cash flow is what will drive shareholder returns.

~Jeff Bezos

I'm skeptical that the novel will be 're-invented.'

~Jeff Bezos

I don't want to use my creative energy on somebody else's user interface.

~Jeff Bezos

E-mail has some magical ability to turn off the politeness gene in a human being.

~Jeff Bezos

If you build a great product or service, people will talk about it. But it starts with having something that's worth talking about.

~Jeff Bezos

If you decide that you're going to do only the things you know are going to work, you're going to leave a lot of opportunity on the table.

~Jeff Bezos

What consumerism really is, at its worst is getting people to buy things that don't actually improve their lives.

~Jeff Bezos

I don't know about you, but most of my exchanges with cashiers are not that meaningful.

~Jeff Bezos

Part of company culture is path-dependent. It's the lessons you learn along the way.

~Jeff Bezos

We change our tools and then our tools change us.

~Jeff Bezos

You don't want to negotiate the price of simple things you buy every day.

~Jeff Bezos

There are two kinds of companies, those that work to try to charge more and those that work to charge less. We will be the second.

~Jeff Bezos

The thing that motivates me is a very common form of motivation. And that is, with other folks counting on me, it's so easy to be motivated.

~Jeff Bezos

If we think long term, we can accomplish things that we couldn't otherwise accomplish.

~Jeff Bezos

We are at the 1908 Hurley washing machine stage with the Internet.

~Jeff Bezos

If you don't understand the details of your business you are going to fail.

~Jeff Bezos

I try to spend my time on areas that I think are important for the future, and where I think I can add value.

~Jeff Bezos

In the end, we are our choices.

~Jeff Bezos

You have to use your judgment. In cases like that, we say, 'let's be simple minded. We know this is a feature that's good for customers. Let's do it.

~Jeff Bezos

Our garage was basically science fair central.

~Jeff Bezos

There'll always be serendipity involved in discovery.

~Jeff Bezos

My grandfather taught me that it is harder to be kind than it is to be clever.

~Jeff Bezos

Seek instant gratification - or the elusive promise of it - and chances are you'll find a crowd there ahead of you.

~Jeff Bezos

We like to pioneer, we like to explore, we like to go down dark alleys and see what's on the other side.

~Jeff Bezos

Do something you're very passionate about, and don't try to chase what is kind of the "hot passion" of the day.

~Jeff Bezos

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