



Listening 2

Listen to the second part of the audio. Then, complete the following statements by choosing the correct option from those given.

1. Bezos guarantees that he knows...
 - a) a lot
 - b) very little
 - c) nothing
2. The only reason why Amazon exists today is because of...
 - a) its obsession over customers
 - b) its obsession over competitors
 - c) customers are obsessed with it
3. They pay attention to their competitors but...
 - a) they do not care about them
 - b) that is not the source of their motivation
 - c) that proved useless since the beginning



Jeff Bezos - CEO of Amazon

Listening 3

Listen to the third part of the audio. Read the following statements and classify them as *true* or *false* by checking the corresponding box.

- | | True | False |
|---|--------------------------|--------------------------|
| 1. Amazon looks for alternative solutions that satisfy the customer. | ☐ | ☐ |
| 2. Invention happens because customer do not know how to do it. | ☐ | ☐ |
| 3. Kindle and the computer cloud EC2 are examples of inventions on the small scale. | ☐ | ☐ |

III. After Listening

Reflect on this question.

Which of Bezos's pieces of advice is the most relevant to you? Why?