



### 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.                | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Invention happens because customer do not know how to do it.                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Kindle and the computer cloud EC2 are examples of inventions on the small scale. | <input type="checkbox"/> | <input type="checkbox"/> |

### III• After Listening

Reflect on this question.

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