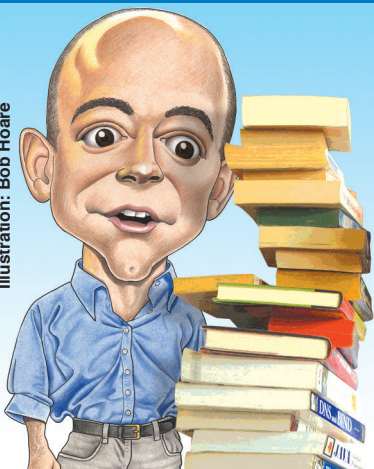


Amazon King

Illustration: Bob Hoare



JEFF BEZOS

- ▶ **Born:** January 12, 1964, *Albuquerque, New Mexico*
- ▶ **1980s:** Graduates from *Princeton* with degree in computer science. Rises swiftly on Wall Street to senior position at *D. E. Shaw*, where he meets wife *MacKenzie*, a fellow Princeton graduate
- ▶ **1994:** Spots opportunity for new sphere of commerce after observing *World Wide Web* usage is increasing by 2,300 percent a year – realises book selling could be conducted more efficiently via internet
- ▶ **1995:** *Amazon.com* launched from Jeff and MacKenzie Bezos's garage in July. By September, sales reach \$20,000 a week
- ▶ **1999:** Chosen by *TIME* magazine as *Person of the Year*
- ▶ **2003:** Records first full-year profit, with annual sales of over \$5.25 billion
- ▶ **2005:** Ranked 41 on *Forbes*' list of world's wealthiest people, with fortune estimated at \$4.8 billion