

WE ARE TAKING DOWN ANOTHER ONE !!!! BEZOS

Wed, 27 Sep 2023 14:09:38, swmof88, [category: news, post_tag: we-are-taking-down-another-one-bezos]



Lina Khan vs. Jeff Bezos: This Is Big Tech's Real Cage Match

in [News](#)

Lina Khan vs. Jeff Bezos: This Is Big Tech's Real Cage Match



[Jeff Bezos](#) made his fortune with one truly big idea: What if a retailer did everything possible to make customers happy?

His forcefully nurtured creation, Amazon, sold as many items as possible as cheaply as possible and delivered them as quickly as possible. The result is that \$40 out of every \$100 spent online in the United States goes to Amazon and Mr. Bezos is worth \$150 billion.

[Lina Khan](#) made her reputation with a very different idea: What if pleasing the customer was not enough?

Low prices, she argued in a 95-page [examination of Amazon](#) in the Yale Law Journal, can mask behavior that stifles competition and undermines society. Published in 2017 while she was still a law student, it is already one of the most consequential academic papers of modern times.

These two very different philosophies, each pushed by an outsider unafraid of taking risks, at last have their much-anticipated confrontation. The Federal Trade Commission, now [run by Ms. Khan](#) after her stunning rise from policy wonk to policy player, on Tuesday [filed suit against Amazon](#) in federal court in Seattle. The suit accused Amazon of being a monopolist that used unfair and illegal tactics to maintain its power. Amazon said the suit was “wrong on the facts and the law.”

Mr. Bezos, 59, is no longer in charge of Amazon on a day-to-day basis. He surrendered the chief executive reins to [Andy Jassy](#) two years ago. But make no mistake: Mr. Bezos is Amazon’s executive chair and owns more of the company than anyone else. It is his innovations, carried out over more than 20 years, that Ms. Khan is challenging. The F.T.C. complaint quotes him repeatedly.

Silicon Valley spent the summer transfixed by the prospect of Elon Musk and Mark Zuckerberg [literally fighting each other](#), despite the odds of this actually happening being near zero. Ms. Khan and Mr. Bezos are, however, the real thing — a courtroom clash that could have implications far beyond Amazon’s 1.5 million employees, 300 million customers and \$1.3 trillion valuation.

If Ms. Khan’s arguments hold sway, the competitive landscape for tech companies will look very different going forward. Big antitrust cases tend to have that effect. The government achieved only a muddled victory in its [pursuit of Microsoft](#) 25 years ago. Yet that still had enough force to distract and weaken a much-feared software empire, allowing 1,000 start-ups to bloom, including Amazon.

It’s due largely to Ms. Khan, 34, that imposing major changes on the retailer is even thinkable. After spending a few days interviewing her and those around her for [a profile in 2018](#), I thought she understood Mr. Bezos because she was so much like him. Very few people can see possibilities unseen by others and successfully work toward them for years, getting others to join along the way. But these were attributes they both shared.

“How does change happen in history?” asked Stacy Mitchell, an early Khan ally who is co-executive director at the [Institute for Local Self-Reliance](#), a research and advocacy group that promotes local power to fight corporations. “Lina has captured imaginations in a way that has enabled the reform movement to engage a wider set of people.”

Ms. Khan and Mr. Bezos were even similar in their silence. For years, every article about Amazon featured the line “Amazon declined to comment,” another form of control. Ms. Khan likewise never willingly surrendered to me a piece of personal data, even if it was inconsequential.

Amazon and the F.T.C. declined to comment for this article.

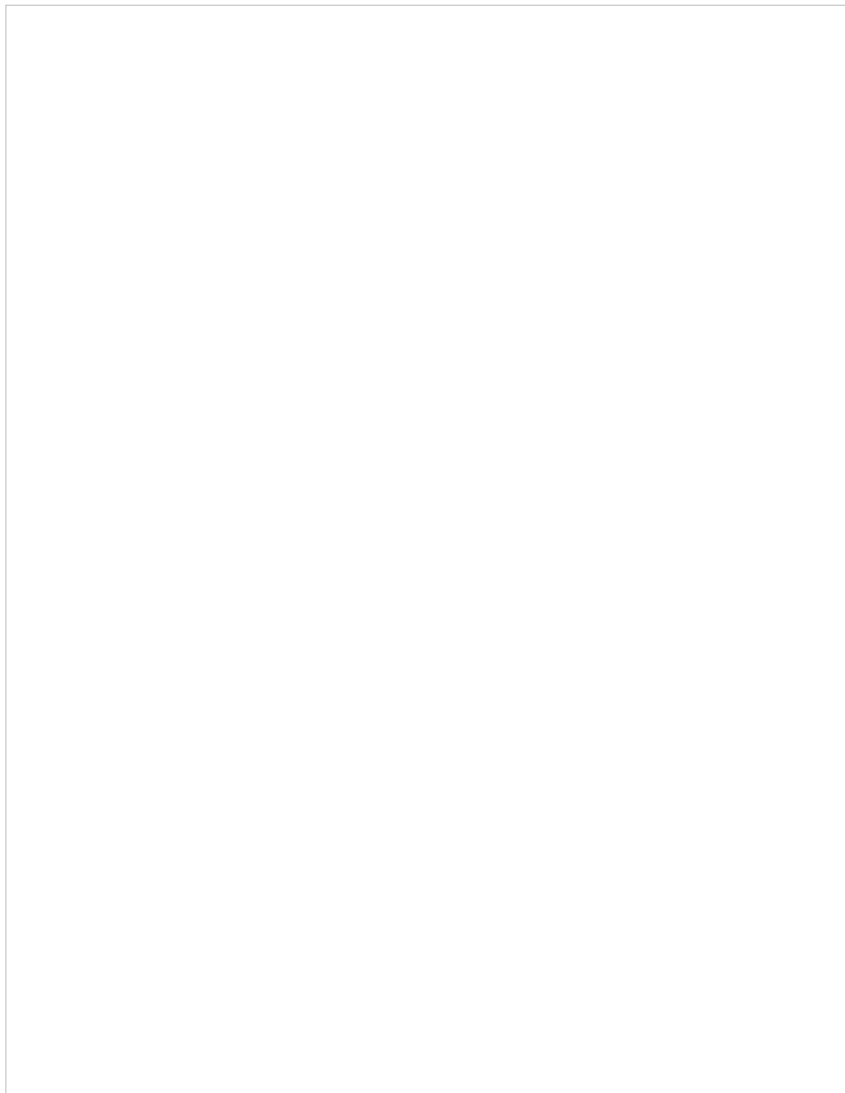
[AMAZON ALEXA REVEALED TO BE SOCIALIST CIA-LIKE SPY DEVICE](#)

Mr. Bezos’ unlikely saga long ago entered the realm of myth. He spent his childhood summers on his grandfather’s West Texas ranch, wanted to be a theoretical physicist but became a Wall Street analyst instead. He had no retailing background. He was interested in ideas, not things.

Amazon was not the first online store — it wasn’t even the first online bookstore. It spent lots of money foolishly and drove many employees mercilessly. The whole enterprise nearly failed in the dot-com crash in the early 2000s. But the media was fascinated by it, customers liked it, and that gave Mr. Bezos room to run.

A former Amazon engineer once memorably described Mr. Bezos as making [“ordinary control freaks look like stoned hippies.”](#) A company that puts “attendance reminder” signs in bathroom stalls telling warehouse workers they will be “reviewed for termination” if they screw up their time keeping is a company with overwhelming ambition.

Reformers are just like entrepreneurs: They too are fighting against reality, trying to carve out space for their vision of how things could be better. Ms. Khan’s journey to confronting Amazon in federal court is in some ways an even less likely tale than Mr. Bezos’s. And so, like Mr. Bezos in the early years of Amazon, she has become a figure of fascination.



The daughter of Pakistani immigrants by way of London, Ms. Khan had the natural instincts of a good journalist. At Williams College, where she worked on the school paper, a friend described her as especially interested in understanding power, particularly the way it conceals itself to seize more power. She was in her late 20s when she wrote her paper on Amazon

— about Mr. Bezos's age when he quit his Wall Street job to drive with his wife at the time, MacKenzie Scott, west to Seattle and his destiny.

Antitrust law was the traditional tool used to rein in companies that became too powerful. Antitrust played a major role in the 1890s, marking the beginning of the Progressive Era, and again in the 1930s under the New Deal. But by the early 1980s, antitrust was at a low ebb. The so-called consumer welfare standard reduced antitrust down to one issue: the price customers paid. If prices were low, there was no problem.

The Microsoft case was important and influential, but it was very much an aberration. In the early years of this century, the prevailing laissez-faire philosophy allowed not just Amazon but other start-ups to rise much quicker than they might otherwise have. [Facebook](#) and Google charged users nothing, and were allowed to acquire their way to dominance. Six of the eight [most valuable U.S. companies](#) are tech companies — seven if you consider Tesla a tech firm.

[Why White House is giving billions in tax breaks to Apple, Amazon, Google, Tesla. It is CAMPAIGN FINANCING PAYOLA!](#)

Government was slow; Silicon Valley was fast. The marketplace would decide the fate of corporate empires. By 2015, when Ms. Khan was entering law school, hardly anyone was interested in promoting competition through government intervention. Criminal justice reform, environmental law, immigration — those were the topics that appealed to students. She chose antitrust, practically alone.

Anyone with a radical idea in Washington faces so many obstacles that it is not surprising it happens so rarely. When Ms. Khan was [nominated to be chair of the F.T.C.](#) in 2021, Amazon complained that she was biased.

"She has on numerous occasions argued that Amazon is guilty of antitrust violations and should be broken up," the company wrote in a 25-page petition to have Ms. Khan recused from any judgment on it.

The logic: If you are critical of a company, you can't be allowed anywhere near it as a regulator. Ms. Khan survived this challenge but it was only the first. To go against the live-and-let-live attitude of many bureaucrats, a relentless determination is required.

A hostile media is another hurdle. [Dozens of Wall Street Journal editorials, opinion essays and letters to the editor](#) have criticized Ms. Khan over the last two years. They [called for Congress to investigate her](#), argued she didn't understand that [monopolies were actually good](#) and accused her [of letting people die](#) by blocking a drug company merger.

Then there is the lobbying. Amazon spent \$10 million in the first half of this year, five times the 2013 level. [It gave money](#) to hundreds of trade associations and nonprofits in 2022, some of which issue pro-Amazon reports without publicizing their funding. Under the "know your enemy" philosophy, Amazon has also been staffing up with Ms. Khan's former F.T.C. colleagues.

Getting to court offers little relief. Well-steeped in decades of the consumer welfare standard, judges are not particularly encouraging to Ms. Khan's arguments. Cases against Meta, Facebook's parent company, and more recently [Microsoft](#) have faltered. The Amazon case incorporates aspects of the consumer welfare standard, which might make it more palatable in court.

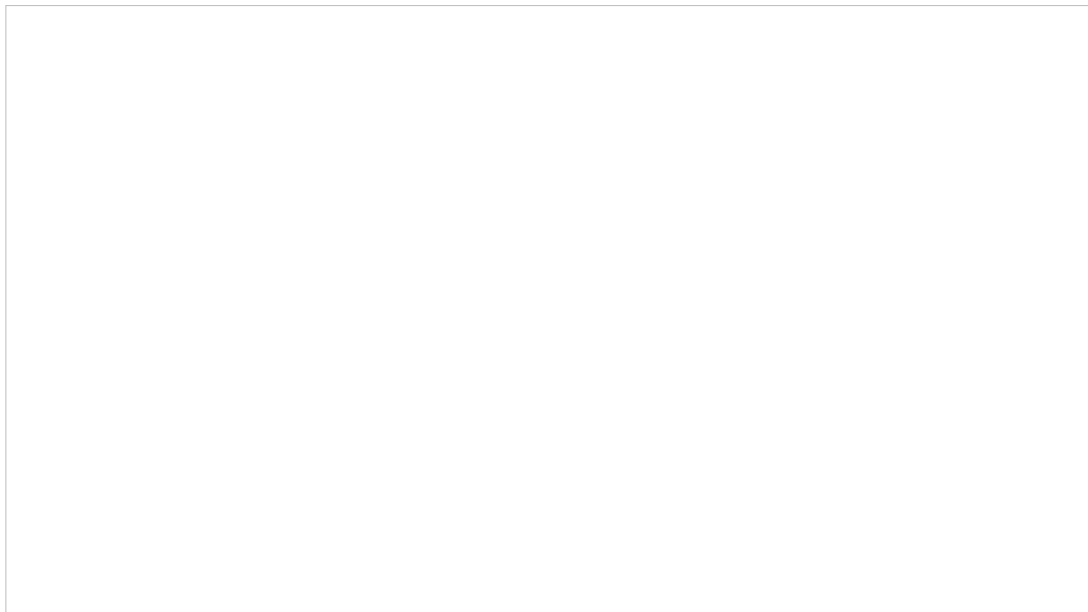
It's a formidable amount of opposition. Even some of her ideological foes are impressed that Ms. Khan is nevertheless having such an impact. By sheer force of intellect, she is opening up a conversation about how companies are allowed to behave.

[Amazon Offered Bribe Job to Pentagon Official Involved With \\$10 Billion Contract It Sought](#)

"Five years ago, you would have been laughed out of the room if you challenged the consumer welfare standard," said Konstantin Medvedovsky, a former antitrust attorney who is now a hedge fund analyst. "Now serious people make that argument at major conferences and are taken seriously. That's Lina's triumph."

Mr. Medvedovsky is not very sympathetic to Ms. Khan's enforcement agenda. He was one of the critics who derided the reform movement as "hipster" antitrust. Still, he said, "It's hard not to be somewhat in awe."

The post [Lina Khan vs. Jeff Bezos: This Is Big Tech's Real Cage Match](#) appeared first on [New York Times](#).



[Why Do People Hate Jeff Bezos? Well, It's Complicated - Market Realist](#)

Why do people hate him so much? By Rachel Curry Jun. 21 2021, Published 12:59 p.m. ET Source: Getty Born and raised in Albuquerque, N.M., **Jeff Bezos** didn't enter this world rich. However, he...

2.

<https://www.inc.com/geoffrey-james/why-does-everyone-seem-to-hate-jeff-bezos.html>

[Why Does Everyone Seem to Hate Jeff Bezos? | Inc.com](#)

At first I thought that the negative reaction to the **Bezo** column was due to the nature of the management technique I considered exemplary: having the CEO call customer support during a staff...

3.

<https://www.grunge.com/143621/the-dark-truth-about-amazon-founder-jeff-bezos>

[The Dark Truth About Amazon Founder Jeff Bezos - Grunge](#)

Getty Images To say **Jeff Bezos** was not the world's most softly-spoken boss is like saying that the lemon is not the sweetest fruit. In his book, "The Everything Store," author Brad Stone describes **Bezos'** tendency to go ballistic when an employee didn't meet his standards (via Business Insider).

4.

<https://www.buzzfeednews.com/article/minichan/jeff-bezos-amazon-space-big-tech-elon-musk>

[Why Do We Love To Hate Jeff Bezos? - BuzzFeed News](#)

Emerging Writers **Why** Do We Love To Hate **Jeff Bezos**? Tech industry elites like **Jeff Bezos** would rather tackle space than poverty because wealth inequality is a messy, complex problem that tech might never be able to solve. Min Li Chan BuzzFeed Emerging Writer Fellow Posted on May 3, 2018, 2:34 pm Win Mcnamee / Getty Images

5.

<https://www.cnn.com/2021/06/07/opinions/jeff-bezos-amazon-billionaire-blue-origin-space-flight-alaimo/index.html>

[Opinion: Jeff Bezos' bad billionaire example | CNN](#)

Jun 7, 2021Media coverage quickly focused on the fact that **Bezos** will beat out other male billionaires like Elon Musk and Richard Branson in entering outer space first. But, from a moral perspective, **Bezos** ...

6.

<https://www.cnn.com/2021/07/05/tech/jeff-bezos-amazon-ceo-exit/index.html>

[Jeff Bezos is stepping down as Amazon CEO. He'll still have ... - CNN](#)

Jul 5, 2021Amazon founder **Jeff Bezos** on Monday will hand over his chief executive title to Andy Jassy, ending a more than two-decade run leading the company through its evolution from online bookseller to \$1 ...

7.

<https://www.cnn.com/2021/10/03/jeff-bezos-on-failure-dont-give-up-no-matter-how-hard-it-gets.html>

Jeff Bezos on failure: 'Don't give up no matter how hard it gets'

Oct 3, 2021 Amazon's own founding story is an example: At age 30, **Bezos** quit his Wall Street investment banking job to launch the online bookstore because he felt unfulfilled. During Amazon's re:Mars...

8.

<https://www.grunge.com/589064/out-of-every-jeff-bezos-controversy-one-stands-above-the-rest>

Out Of Every Jeff Bezos Controversy, One Stands Above The Rest

After diminishing fellow pseudo-astronaut Richard Branson 's Virgin Galactic New Shepard spacecraft, **Bezos** sued NASA for awarding Elon Musk's SpaceX the Moon Lander contract he wanted. He even tried to buy the contract by throwing \$2 billion at the problem.

9.

<https://www.theguardian.com/science/2021/oct/16/jeff-bezos-blue-origin-billionaire-space-race-sexism-safety-concerns>

How did Jeff Bezos's Blue Origin fail to dominate the billionaire space ...

Oct 16, 2021 **Bezos**, who is worth just south of \$200bn, spends \$1bn a year out of his own pocket to fund Blue Origin. By all measures, Blue Origin should be one of the most successful space companies in the world.

10.

<https://www.bbc.com/news/technology-57704479>

Jeff Bezos steps down as Amazon boss - BBC News

Amazon refers to its warehouses as "fulfilment centres". **Bezos** steps down from Amazon on Monday - exactly 27 years after he founded it. In that time he has developed a series of unusual leadership ...

Amazon's new CEO Andy Jassy 'is being forced to clean up Jeff Bezos' mess that saw firm expand too quickly during COVID as firm's billionaire owner enjoys "neverending vacation" with 'Sexbot' girl friend

- New boss Andy Jassy has returned the online giant to profit and sent its share price soaring
- But a lawsuit from FTC regulator threatens to destroy Amazon's dominance of the retail market
- Founder Jeff Bezos meanwhile shows no sign of returning to the fray as he enjoys perma-vacation with new fiancée Lauren Sanchez (3-cock joker-mouth)

By [DOMINIC YEATMAN](#)

Amazon's new boss was handed another painful legacy from the [Jeff Bezos](#) era to deal with on Tuesday as the government launched a [lawsuit](#) that could break up the company.

Andy Jassy will have to fight off accusations that the online giant uses its market dominance to ramp up prices, overcharge sellers and stifle competition.

The investigation dates to Bezos's time at the head of the company he founded, and hard-headed Wall Street analysts voiced sympathy for Jassy as his predecessor enjoys a seemingly 'never-ending vacation' with glamorous fiancée [Lauren Sanchez](#) after stepping back from the firm in July 2021.

'He is cleaning up a mess that somebody else created,' said Sucharita Kodali of Forrester Research.

'And he is doing it while trying to keep the ship afloat.'



+7

[View gallery](#)

o

Billionaire Jeff Bezos has no difficulty keeping his ship afloat as he parties with fiancée Lauren Sanchez and his successor at Amazon fights to save the company



[View gallery](#)

o

Bezos, 59, and Sanchez, 53, have posted a series of glamorous shot to social media as they have partied around the Mediterranean this summer



[View gallery](#)

o

New CEO Andy Jassy first joined the firm three days after leaving Harvard Business School and has taken an ax to many of Bezos's pet projects

TRENDING



Emails reveal Harry and Meghan's team's demands for 2021 NYC visit

257.1k viewing now



'World's oldest living woman' celebrates her 117th birthday

58.5k viewing now



Tragedy as mum passes away months after giving birth to her daughter

16.4k viewing now

Bezos, 59, has been pictured relaxing on his latest ship as he took a Mediterranean holiday tour this summer, proposing to Sanchez while popping back for New York Fashion Week and Beyonce in LA earlier this month.

His \$500million yacht named Koru, with a figurehead carved in the image of Sanchez, has docked in Sardinia, Croatia and Corfu where billionaire friends including Oprah Winfrey and David Geffen dined aboard.

The couple held the secret [engagement party](#) aboard the yacht off Italy's Amalfi Coast in July with guests including Kris Jenner and Bumble boss Whitney Wolfe Herd.

'He makes me laugh all the time,' Sanchez, 53, revealed.

'He can be goofy. He's so happy, he inspires me every day, he makes me a better person every day; he's the most loving human I know.'

Jassy meanwhile has been taking the ax to dozens of the billionaire's pet projects, reversing the company's warehouse expansion program, scaling back investment in automated stores and laying off 27,000 employees.

He also demanded cuts at the company's \$7billion [TV production arm](#) responsible for shows including The Boys and The Rings of Power.

Amazon's profits surged during the pandemic as it took advantage of lockdowns to increase its share of the retail market, but they crashed to a \$2.7billion loss last year with analysts blaming the overexpansion of the Bezos era.

Jassy's moves helped return the company to profit in the last quarter and increase its share price by half since the start of the year - and he may have had his former boss in mind when he warned staff in March they needed to be back in the office or 'it's probably not going to work out for you'.

'As a leadership team, we've decided that we will be better for customers and for our business being in the office,' he insisted.

The Federal Trade Commission suit filed on Tuesday in federal court in Seattle, where Amazon is headquartered, follows a four-year investigation into the company, and federal lawsuits filed against Alphabet's Google and Facebook-owner Meta.

It accuses the Silicon Valley giant of anti-competitive practices, including punishing sellers who offer lower prices on different websites by burying their listings on Amazon and making them harder to find.



© TheImageDirect.com
+7

[View gallery](#)

The carefree billionaire accompanied his former news presenter wife to the Big Apple earlier this month for Ne York Fashion Week



[View gallery](#)

◦

The couple also popped up in Las Vegas where they joined Kris Jenner at Beyonce's star-studded LA concert



[View gallery](#)

◦

The good life: The buff billionaire has dropped in to a series of exclusive resorts

The complaint also says the company degrades the customer experience by replacing relevant search results with paid advertisements, biasing its own brands over other products it knows to be of a better quality and charging heavy fees that force sellers to pay nearly half of their total revenues to Amazon.

The filing also asked the court to consider forcing the online retailer to sell assets, hinting at a possible attempt to break up the online retail giant.

Many had wondered whether the agency would seek a forced break-up of the retail giant, which is also dominant in cloud computing and has a growing presence in other sectors like groceries and health care.

In a briefing with reporters, FTC Chair Lina Khan dodged questions of whether the agency will push for a break-up.

'At this stage, the focus is more on liability,' she said.

The company accused the regulator of being 'wrong on the facts and the law'.



+7

[View gallery](#)

o

Katy Perry, Orlando Bloom and Usher joined the couple for a stroll along the Dubrovnik's main street Stradun last month

'If the FTC gets its way, the result would be fewer products to choose from, higher prices, slower deliveries for consumers, and reduced options for small businesses — the opposite of what antitrust law is designed to do,' Amazon General Counsel David Zapolsky responded.

Jassy has told investors he plans to fight back with expansion in artificial intelligence, health care and restructured logistics to improve product delivery.

'He has done a lot, but he clearly is going to have a lot more to do,' DA Davidson analyst Tom Forte told the New York Times.

'It was definitely going to be a harder act for Jassy,' added Kodali.