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: How Jeff Bezos Built The World's Largest Online Store (Wizards Of Technology)



Synopsis

In our modern, technology-driven world, a few important individuals have changed the way we live. With each new, great tech idea, our world becomes more interesting and complex. Many young people may know the names of the biggest technology and Internet-based companies, but do they know the story of the creators and businesses behind names like Netflix, Google, YouTube, and Facebook? This series tells the biographies of the titans of technology who are changing our world. Each book explores the life of an individual who started one of the world's most popular companies.

Book Information

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Age Range: 12 - 17 years

Grade Level: 7 - 12

Customer Reviews

Gr 9 Up-This series introduces readers to the people who created well-known social media and entertainment products. Written with an intense business focus, they analyze why Netflix and others brands are popular and illustrate their inventors' creative journeys. At times, conceptual graphics seem geared toward a business audience rather than an educational arena. For example, an image of people floating above an outstretched palm is meant to convey that Reed struggled to manage his employees, but it may not be clear to students. Well-written study questions encourage readers to return to the text and skim for relevant passages. Some questions call upon students to conduct

Internet research or analyze different business models. These texts provide a realistic view of how adults learn and grow in the working world, learning from their mistakes. Students will understand what an innovator or entrepreneur is and how personal challenges-such as Twitter founder Jack Dorsey's speech impediment-can lead to new forms of communication. An inspiring series. © Copyright 2014. Library Journals LLC, a wholly owned subsidiary of Media Source, Inc. No redistribution permitted.

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