# Amazon Case Study Questions SUPV 231 Fall 2017

1. What is your opinion of the article and Amazon's and Jay Carney's response to the article?
2. Dean Baquet, the New York Time executive editor, responded to Carney’s claims, saying reporter did extensive interviewing for the story and less than a handful of sources with questionable motives do not tarnish it overall validity. Discuss Baquet’s response to Carney’s claims. Do you agree? Disagree? Give specific examples and reason why.
3. Research how Jeff Bezos, CEO of Amazon, responded to the *New York Times* article. Do you agree with his responses and how he handled the negative publicity of this article? If so, why? If not, please outline why.
4. Evaluate Amazon’s position today in term of some of the items mentioned in the article. Feel free to discuss other items on the company’s agenda.