# Amazon Case Study Questions SUPV 231 Fall 2017 Due Monday, 11/13 at 6 PM in-person (no emailed assignments accepted – thanks!)

Minimum of 250 words each – though you’re probably going to have so so much more to say!

*Please, pretty please, for full credit, print and number each question prior to answering.*

1. Discuss in detail your opinion and reaction to the article.
2. *Some question the validity of the reporting for this article.* People inside of Amazon claim that a handful of the sources (people interviewed) had questionable motives (they were out to get Amazon). The New York Times reporters and executive editor (Dean Baquet) claims that a few hundred people were interviewed extensively.   
   What are your thoughts? Please give specific examples and reasons why.   
   Jay Carney is claiming that the reporting is not all that valid. Carney thinks that even though Jodi Kantor (the investigative reporter for the NY Times) did extensive interviews (couple hundred people) that there are a handful (a few) sources with questionable motives. Even so, this should not tarnish (take away from) the validity (truthfulness) of the reporting. Validity: the quality of being logically or factually sound; soundness or cogency.
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. Research and evaluate Amazon’s position today in term of some of the issues mentioned in the article (is it still a ruthless place to work after two years?). Would you say that the article created and culture shift (a shift in the culture) at Amazon?

Links:

[BEZOS’S RESPONSE TO NY TIMES ARTICLE](https://www.google.com/search?q=bezos+response+to+new+york+times+article&rlz=1C1GGRV_enUS754US758&oq=bezos+response+to+new+york+times+article&aqs=chrome..69i57j0.5399j0j9&sourceid=chrome&ie=UTF-8)

[Jay Carney’s claims / response to Amazon article](https://www.google.com/search?rlz=1C1GGRV_enUS754US758&ei=rBwBWoWpLo_UjwOK_K3YAw&q=JAY+CARNEY+CLAIMS+AMAZON+ARTICLE&oq=JAY+CARNEY+CLAIMS+AMAZON+ARTICLE&gs_l=psy-ab.3..33i160k1.47925.53193.0.53338.32.32.0.0.0.0.102.2215.29j2.31.0....0...1.1.64.psy-ab..1.30.2129...0j0i67k1j0i131k1j0i131i67k1j0i131i46k1j46i131k1j0i3k1j0i10k1j0i22i30k1j33i22i29i30k1j33i21k1.0.xIky5QoM3VE)

[Amazon workplace culture on YouTube](https://www.youtube.com/results?search_query=amazon+workplace+culture)

[Using the *NY Times* article to make Amazon better](https://www.inc.com/justin-bariso/jeff-bezos-and-amazon-used-exactly-2-sentences-to-teach-us-all-a-major-lesson.html)

[Other articles](https://www.google.com/search?q=amazon+new+york+times+workplace+culture&rlz=1C1GGRV_enUS754US758&oq=amazon+new+york+times+workplace+culture&aqs=chrome..69i57.5353j0j7&sourceid=chrome&ie=UTF-8)