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José Luis de Haro

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José Luis de Haro ha acudido a los profesionales que han acompañado a Jeff Bezos en el crecimiento espectacular de Amazon para documentarse y profundizar en la personalidad de este empresario único, y así desentrañar las claves de su éxito, que no se detiene en el negocio digital, como refleja su último golpe maestro, la compra del diario *The Washington Post*. En la rapidísima expansión mundial de su ambicioso proyecto, Bezos ha demostrado su capacidad para romper las reglas del juego del mercado del libro y confirmarse como líder del comercio online.

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