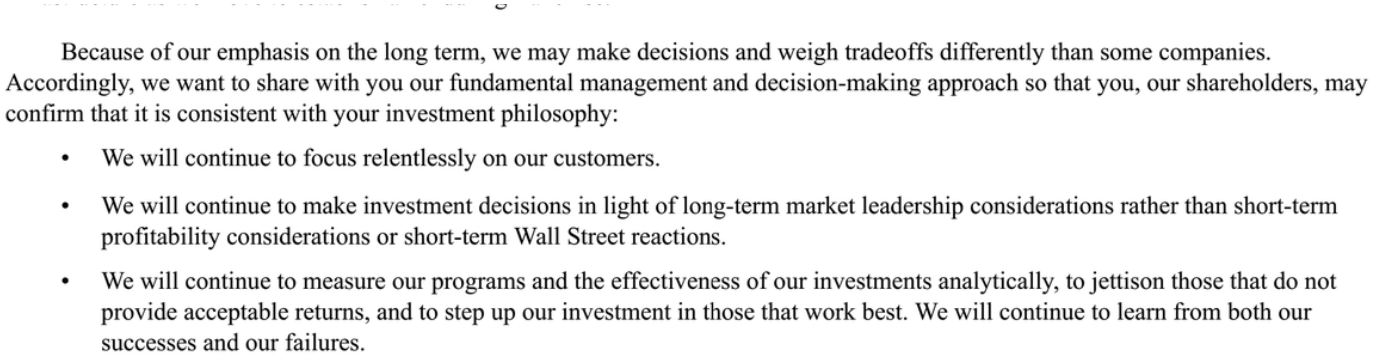
Twitter Thread by Alex Lieberman ■■

Alex Lieberman ■■
@businessbarista

Total case study in expectation-setting by @JeffBezos.

If you want to understand how to communicate directly & candidly with employees, customers, partners, just read this...



Because of our emphasis on the long term, we may make decisions and weigh tradeoffs differently than some companies. Accordingly, we want to share with you our fundamental management and decision-making approach so that you, our shareholders, may confirm that it is consistent with your investment philosophy:

- We will continue to focus relentlessly on our customers.
- We will continue to make investment decisions in light of long-term market leadership considerations rather than short-term profitability considerations or short-term Wall Street reactions.
- We will continue to measure our programs and the effectiveness of our investments analytically, to jettison those that do not provide acceptable returns, and to step up our investment in those that work best. We will continue to learn from both our successes and our failures.

1997 shareholder letter for those wondering