

Jeff Bezos stepping down as Amazon CEO

5th February, 2021



The founder of Amazon.com, Jeff Bezos, will step down from his role as CEO (Chief Executive Officer). Mr Bezos, 57, announced he will finish as CEO later this year. Instead of being CEO, he will take on the new role of

Amazon's executive chair. He will pass on the position of CEO to Andy Jassy. Mr Jassy is currently head of Amazon Web Services - a cloud computing business. Mr Bezos has been in charge of Amazon since founding the company in his garage in 1995. The company started as an online bookseller but turned into a global online marketplace. It branched out into streaming video, music, and audiobooks. It also produces consumer electronics, including Kindle e-readers, Fire tablets and Echo devices.

Amazon is one of the world's biggest Internet companies and one of the most valuable. It is worth around \$1.7 trillion. The company has made Mr Bezos one of the world's richest people. Bezos commented on his success. He said: "This journey began some 27 years ago. Amazon was only an idea, and it had no name. The question I was asked most frequently at that time was, 'What's the Internet?' Today, we employ 1.3 million talented, dedicated people, serve hundreds of millions of customers and businesses, and are widely recognized as one of the most successful companies in the world." Mr Bezos also owns the Washington Post newspaper and the space travel company Blue Origin, which aims to go to Mars.

Sources: cnn.com / nytimes.com / bbc.com

Writing

Amazon is the most useful company in the world. Discuss.

Chat

Talk about these words from the article.

founder / CEO / Amazon / executive / cloud / computing / business / garage / devices / Internet / trillion / success / journey / frequently / customers / talented / space travel

True / False

- a) Jeff Bezos, the founder of Amazon, will quit as CEO later this month. T / F
- b) Jeff Bezos will become the company's executive chair. T / F
- c) The new CEO is head of Amazon Web Services at the moment. T / F
- d) Amazon branched out into consumer electronics. T / F
- e) The article says Amazon is the world's most valuable company. T / F
- f) Jeff Bezos started Amazon 37 years ago. T / F
- g) Jeff Bezos knew the name of his company when he started Amazon. T / F
- h) A Jeff Bezos company aims to travel to the planet Mars. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|------------------------|-----------------|
| 1. founder | a. regularly |
| 2. announced | b. boss |
| 3. role | c. declared |
| 4. head | d. expanded |
| 5. branched out | e. accepted |
| 6. worth | f. enthusiastic |
| 7. frequently | g. creator |
| 8. dedicated | h. valued at |
| 9. recognised | i. aspires |
| 10. aims | j. position |

Discussion – Student A

- a) What do you know about Amazon.com?
- b) How useful is Amazon.com?
- c) What do you know about Jeff Bezos?
- d) What does a CEO do?
- e) What would you do if you were Amazon's CEO?
- f) Have you ever used Amazon.com?
- g) Do you prefer Internet shopping or going to shops and malls?
- h) What advice do you have for Jeff Bezos?

Phrase Match

- | | |
|---------------------------------------|-----------------------------|
| 1. Jeff Bezos will step down from his | a. charge of Amazon |
| 2. he will finish as CEO | b. electronics |
| 3. Mr Bezos has been in | c. go to Mars |
| 4. It branched | d. later this year |
| 5. It also produces consumer | e. frequently at that time |
| 6. one of the most | f. dedicated people |
| 7. This journey began | g. role as CEO |
| 8. The question I was asked most | h. valuable |
| 9. we employ 1.3 million talented, | i. out into streaming video |
| 10. aims to | j. some 27 years ago |

Discussion – Student B

- What do you think about what you read?
- What would you do if you were one of the world's richest people?
- What does it take to make an Internet business successful?
- What is the Internet?
- What should Amazon do in the future?
- What do you think of the name 'Amazon'?
- How important is it for humans to go to Mars?
- What questions would you like to ask Jeff Bezos?

Spelling

- The oeundrf of Amazon.com
- CEO (Chief uceiveEtx Officer)
- Jassy is rurtclyne head of Amazon Web Services
- It crhdeban out into streaming video
- It also produces uocsmrne electronics
- Fire tablets and Echo escevdi
- one of the most laelbavu
- It is owtrh around \$1.7 trillion
- The question I was asked most ntfuyereql
- we oylmep 1.3 million
- talented, idaecddt people
- one of the most lccufssues companies

Answers – Synonym Match

| | | | | |
|------|------|------|------|-------|
| 1. g | 2. c | 3. j | 4. b | 5. d |
| 6. h | 7. a | 8. f | 9. e | 10. i |

Role Play

Role A – Amazon

You think Amazon is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): Wikipedia, BreakingNewsEnglish or YouTube.

Role B – Wikipedia

You think Wikipedia is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): Amazon, BreakingNewsEnglish or YouTube.

Role C – BreakingNewsEnglish

You think BreakingNewsEnglish is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): Wikipedia, Amazon or YouTube.

Role D – YouTube

You think YouTube is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): Wikipedia, BreakingNewsEnglish or Amazon.

Speaking – Websites

Rank these with your partner. Put the best at the top. Change partners often and share your rankings.

- | | |
|-------------|-----------------------|
| • Amazon | • BreakingNewsEnglish |
| • Google | • Netflix |
| • Wikipedia | • YouTube |
| • eBay | • Facebook |

Answers – True False

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| a | F | b | T | c | T | d | T | e | T | f | F | g | F | h | T |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

Answers to Phrase Match and Spelling are in the text.