



## Stanford eCorner

### Don't Fall in Love with Being Number One

Diego Piacentini, *Amazon*

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Video URL: <http://ecorner.stanford.edu/videos/2563/Dont-Fall-in-Love-with-Being-Number-One>

The largest difficulty of running the top online retail brand is the diligent work required not to appear arrogant. Diego Piacentini, Amazon's Senior VP of International Retail, states that his company's greatest challenge is how to appear humble in the eyes of the customer, and to constantly innovate and improve.



#### Transcript

What keeps you up at night? I mean, what are the biggest challenges that you face? Here, you work in this company. It's a well-oiled machine. What are the biggest challenges you face? The good thing is that I do sleep literally. Now, in-between those, I would say it is still about, how do we make sure that we keep innovating no the customer experience? How do we make sure that we don't fall in love with our number 1 position? Because when you are number 1, you cannot become number 1+. The worst thing that can happen is you become number 2 or number 3. So, basically it's how to keep innovating for the customers and making sure that you don't become arrogant. You don't become 'un-nice'. When you become a big company, it's easy to be perceived as such. So, this is something that really keeps us awake at night. And it's something that we need to work on, like how to establish a relationship with the authors.

That is not a cyborg relationship. We are not just a machine for which the authors are happy if we sell lots of books, they're unhappy if we don't sell enough books. And those are all the things that are, as I said, really, really hard. It's basically pretty much the same answer I gave you before.