

# Amazon's old-school book reviewers influence what we read

By Ángel González, *Seattle Times*

In a company driven by engineers and run by algorithms and metrics, Amazon's small group of book editors is an anomaly of sorts. But through the Amazon Book Review and other methods, it's trying to build Amazon's presence and influence in the world of literary culture.

Within the highly automated folds of Amazon's online bookstore, there's a small team of literary types whose main job is rather old school. They read books, write about them and rank the works according to their qualities, helping readers sift through thousands of offerings while also planting the tech juggernaut's flag in the world of literary culture.

In an engineer-driven company ruled by algorithms and metrics, the Amazon book editors are rare birds. Once in a while, they're misunderstood by authors and publishers who retain a deep suspicion of Amazon.com after years of clashes over the book industry's future.

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