

# Bezos' empire quickly raising political questions

By Matt Stoller, Huffington Post

To understand the depth and breadth of Jeff Bezos' ambitions for the company he built, type `www.relentless.com` into your browser. The domain Bezos registered in 1994 will redirect to Amazon, the company aptly, and ambitiously, nicknamed The Everything Store. He tells his shareholders that the company will act like an aggressive startup – that at Amazon, it is always Day One.

Like Google and Facebook, Amazon uses technology and data to sidestep traditional restrictions on monopoly power. Our lives are increasingly organized by the platforms these companies run, platforms which now mediate the way we communicate and engage in commerce with each other. We are living in a world organized by tech monopolists, a change in power relationships that no one voted for but has been imposed upon us nonetheless.

Now, Bezos is attempting to add more power to his empire with the surprise announcement that the company will pay \$13.7 billion for Whole Foods Market. Amazon will now have a store footprint in neighborhoods across America.

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