

Marisandra Lizzi

LETTER TO JEFF BEZOS

From Public Relations to Human Relations: How I Rewrote Amazon's Principles

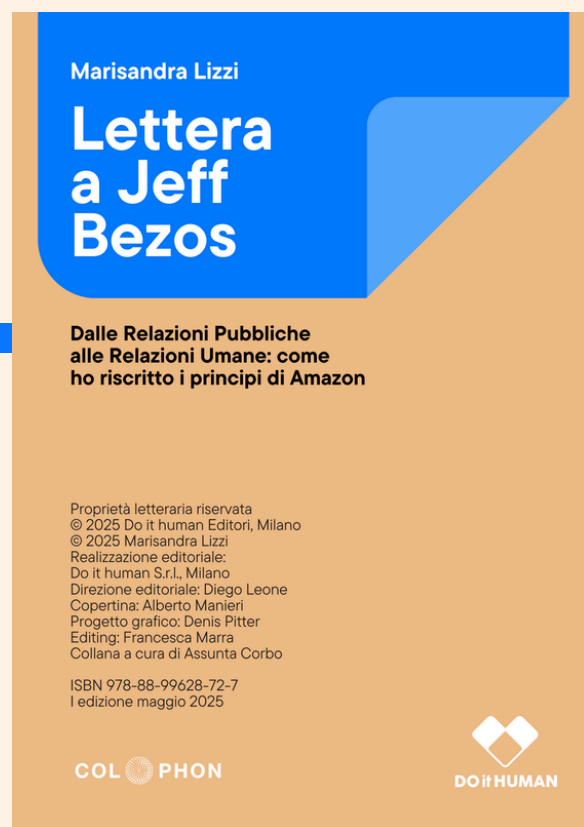
Letter to Jeff Bezos is the brave story of Marisandra Lizzi, a professional communicator and bona fide visionary who experienced Amazon's dream from up close. She worked for that company for almost 20 years as it became the epitome of global innovation, conceiving the communications strategies that brought it to fame in Italy, until that vision started to show cracks.

This book is neither a statement of complaint, nor an unquestioning act of celebration. It is an act of truth. A reflection on what it means to stay true to your values in a rushing, consuming, demanding world. It is both a personal and a professional rework of Amazon's 16 Leadership Principles, filtered through the lens of bioenergetics, of deep listening and of genuine firsthand experience through the author's body, emotions and choices.

Starting from a letter she actually sent to Jeff Bezos, Marisandra Lizzi takes us on a journey inside and around her, where communication goes back to its roots as a form of "human relation" and technology is no longer an end, but a tool for collective evolution.

This book is for anyone who is looking for new directions, asking questions about a sustainable approach to work, dreaming of combining entrepreneurship with kindness, vision and grounding. For anyone who dares to say goodbye to what no longer resonates with them and to even turn shadows into possibilities.

Marisandra Lizzi founded *Mirandola Comunicazione* in order to tell innovation stories, and a startup named *iPressLIVE* to put technology at the service of human relations. She worked by Amazon's side for almost 20 years, helping to tell its story in Italy. She was the Communications Coordinator of the Italian government's Digital Transformation Team. Today, she leads individuals and businesses towards more genuine and sustainable communication models, combining teaching, innovation and bioenergetics. *Letter to Jeff Bezos* is her first book – an invitation to rethink communication as a vehicle for truth and transformation.



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