

# Infrastructure

How did that happen in such a short period of time? It happened because we didn't have to do any of the heavy lifting.

All of the heavy-lifting infrastructure was already in place for it. There was already a telecommunication network, which became the backbone of the internet.

There was already a payment system — it was called the credit card.

There was already a transportation network called the US Postal Service, and Royal Mail, and Deutsche Post, all over the world, that could deliver our packages.

**Jeff Bezos on Amazon's success**