

The Seattle Times: Once dubbed a ‘woke’ billionaire, Jeff Bezos changes his tune on Donald Trump

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[Rob Lalka](#), Albert Lepage Professor in Business and professor of practice in management, was interviewed by [The Seattle Times](#) for a story about Amazon founder Jeff Bezos' embrace of Donald Trump.

Robert Lalka, a professor at Tulane University whose book “The Venture Alchemists” documents the rise of Big Tech, said it’s important to put Bezos’ behavior in context of those around him, especially Musk, [who spent hundreds of millions of dollars backing Trump and other Republicans in 2024](#).

“It’s a new era,” he continued. “There’s a lot more going on in terms of trying to make sure you’re in the good graces of the administration.”

To read the article in its entirety, visit [seattletimes.com](https://www.seattletimes.com):

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