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.
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> “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.”

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