



## Stanford eCorner

### Develop the Right Strategy

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Video URL: <http://ecorner.stanford.edu/videos/324/Develop-the-Right-Strategy>

Reedy explains that another principle instilled in the people at eBay is to develop and execute the right strategy at the right time. If you execute the wrong strategy at the wrong time, you will not have success, she adds.



#### Transcript

A second one, develop the right strategy. It obviously makes a lot of sense. You can be really good at execution but if you're executing the wrong strategy or executing at the wrong time, you will not have success.