



# Stanford eCorner

## Adapt or Die

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Video URL: <http://ecorner.stanford.edu/videos/1395/Adapt-or-Die>

Beaver talks about how it is necessary for every company to adapt at every step as it grows, depending on the competitive landscape or technological advances, to make the most of opportunities along the way.



### Transcript

The fifth is kind of curt, adapt or die. It's true. In Zazzle's case, we didn't have an explicit built out detailed plan or vision for exactly where we would be today at the outset. We've had to adapt at every step. The reality at least in our situation was that the landscape competitively or otherwise was changing all the time and we needed to accommodate that. Whether it was on a technological front or with competitors, we always had to be able to adapt to take and make the most of our opportunities along the way.