



## Stanford eCorner

### Choosing the Right Projects

Steve Ballmer, *Microsoft*

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Video URL: <http://ecorner.stanford.edu/videos/2261/Choosing-the-Right-Projects>

Despite Microsoft's size and market dominance, CEO Steve Ballmer considers himself to be a "mini venture capitalist" in a sea of bright ideas and new market possibilities. Working with the best and the brightest, his is the final word on tough decisions regarding which ideas and projects receive funding and other in-house resources from the company's limited pool. New products come and go with varying success, but by staying focused on core-competencies and core-strategies, says Ballmer, the right decisions will always come to light.



#### Transcript