



## Stanford eCorner

### What I Did Learn at Business School

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Video URL: <http://ecorner.stanford.edu/videos/2362/What-I-Did-Learn-at-Business-School>

What was one of the main things David Heinemeier Hansson took away from business school? Buy for \$1, sell for \$2. While it may seem like a simple idea, some of the most basic lessons are the most difficult to understand. For him, these lessons have helped him better understand capitalism. Through this clarification, he has realized that you have to both appeal to people's own self-interest and assign some value to a job or product.



#### Transcript

So, the question is, I said that I wasted the vast majority of my time in business school. What did I actually take away that was worthwhile? One lesson which I could have gotten somewhere else, actually I just heard it on "The Wire", that HBO showed the other day is "Buy for a dollar, sell for two." There's a key lesson that you have to sell for more than what you're buying for. And it seems like a lot of people in the Web 2.0 space still haven't conceptualized that idea. So, that idea of just the marketplace of capitalism, of people being selfish bastards, that that works, that was probably sort of a key insight that I took away from it. That you just have to appeal to people's own self-interest. And that works in terms of running your company, and getting customers, and all of these things. I think capitalism in terms of people assigning value to what you do by paying you money, I didn't have that narrowed down before I came to business school. It's very elementary but sometimes the simplest things are the hardest to learn.