



Stanford eCorner

Culture is Priority One

Tony Hsieh, *Zappos.com*

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Video URL: <http://ecorner.stanford.edu/videos/2542/Culture-is-Priority-One>

CEO Tony Hsieh shares why culture is priority number one at his company, Zappos.com. His secret is that by investing resources in the company's cultural commitment to customer service, the deeply satisfied customers then do the valuable word-of-mouth marketing.



Transcript