



Stanford eCorner

Core Values of Culture

Tony Hsieh, *Zappos.com*

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Video URL: <http://ecorner.stanford.edu/videos/2543/Core-Values-of-Culture>

Tony Hsieh, CEO of Zappos.com, reviews the company's core values of culture. Hsieh explains living by (and hiring for) these core values creates an authentic company culture within Zappos.com. These values took over a year to develop, and are revisited annually through the insights and reflections of all employees.



Transcript