

Stanford eCorner Culture is Priority One 11-10-2010

URL: https://stvp.stanford.edu/blog/videos/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

English subtitles are not available for this media..