URL: https://stvp.stanford.edu/blog/videos/ethics-in-business

Polese talks about the importance of being ethical and not being evil while running a business.

Transcript

    Why is it so important not to be evil in our business? It's because our business is dependent on the development in part, in the development efforts of many, many developer software programmers.. We are in essence becoming part of that community.. We need to be part of the fabric of that community and that means not only taking but giving back.. So that's one reason.. The second reason is if you are evil, if you either are dishonest in your businesses practices, don't treat your customers well, you don't get a second chance.. And in this age of transparency and instant information, your reputation matters more than ever as an individual and as a company...