

# Amazon | 2016 Amazon Leadership Principles

## Amazon Leadership Principles

Amazon Leadership Principles are the guiding principles that drive our decisions and actions. They are the core values that define who we are as a company and how we work. These principles are the foundation of our culture and the key to our success. They are the principles that we expect our employees to live by and that we expect our customers to see in our products and services. The principles are: Customer Obsession, Ownership, Invent and Simplify, Learn and Be Curious, Hire and Develop the Best, Insist on the Highest Standards, Think Long Term, Bias for Action, Frugality, and Deliver Results.

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Customer Obsession	8482
Ownership	3692
Invent and Simplify	4242
Learn and Be Curious	2299
Hire and Develop the Best	2710
Insist on the Highest Standards	6930
Think Long Term	1303
Bias for Action	6985

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