TED video

[Patty McCord: 8 lessons on building a company people enjoy working for](https://www.ted.com/talks/patty_mccord_8_lessons_on_building_a_company_people_enjoy_working_for?utm_campaign=tedspread&utm_content=talk_of_the_week_button&utm_medium=referral&utm_source=tedcomshare)

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