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**Core Values in Business Life**

Values are the beliefs that employees have about how they must behave in a company.

Some example values are as follows:

**Integrity:** Communicating openly and honestly in dealing with customers, suppliers, coworkers, shareholders and communities.

**Accountability / Sense of Responsibility:** Being responsible for one’s behaviors, actions and results.

**Customer Commitment:** Developing relationships that make a positive difference in customers’ lives.

**Quality:** Providing outstanding products and service that deliver value to customers.

**Teamwork:** Working together to meet the needs of customers and help the company win.

**Respect for People:** Valuing employees, encouraging their development and rewarding their performance.

**Diversity:** Recognizing the value of each individual in the company.

**Innovation:** Supporting creativity and the development of new ideas, products and processes.