**Chapter 2**

**Respect Your Competitors**

Alibaba founder, Jack Ma stresses the importance of respecting, not hating your competitors.

*Use with:* <https://www.youtube.com/watch?v=zkTQ1653TUA> (1:44)

1. How does Jack Ma compare his company (Alibaba) to Amazon?
2. Why does Jack Ma say it is important to respect your competitors?
3. Why does Jack Ma say it is important to help other companies compete?
4. Is Jack Ma’s advice relevant to all other companies?