

Ethics at Cisco

Brian Schipper

We work in an industry where the pace is fast, and change is a constant.

Sue Bostrom

But some things don't change.

Rob Lloyd

Like our commitment to doing business honestly, and ethically.

John Chambers

Our success depends upon the decisions we make and when you have any doubts about the decision, do not hesitate to seek advice and the direction. This is what we are as a culture. There is no gray on ethics.

Sue Bostrom

Practicing good business ethics is the foundation for great marketing. Trust opens doors and builds loyalty. Building a great reputation with customers is the cornerstone of a great brand. We've earned a reputation for fairness and integrity. It's resulted in Cisco being one of the most highly valued high-tech brands in the world.

Rob Lloyd

Achieving our sales goals is important. But never at the expense of our company values or our code of business conduct. Any success that is not achieved ethically is no success at all, because at Cisco we hold ourselves to the highest ethical standard.

Frank Calderoni

As a publicly held company, Cisco is committed to conservative accounting and open and complete disclosure in all our financial statements. As a result we have a solid reputation for conservative accounting, integrity and transparency in all our financial reporting.

Brian Schipper

The heart of our ethical value system is our commitment to open communication and trust. It's a dialogue of freedom to ask questions and voice concerns with confidence that will sustain us.