

COMMON SENSE TALK



“Throughout history, it took centuries for the habits of one culture to materially affect another. Now, that which becomes popular in one country can sweep through others within months.”

Dee Hock

“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important customer experience a little bit better.”

Jeff Bezos

“Markets change, tastes change, so the companies and the individuals who choose to compete in those markets must change.”

An Wang

“It is but a truism that labor is most productive where its wages are largest. Poorly paid labor is inefficient labor, the world over.”

Henry George

“Traditionalists are pessimists about the future and optimists about the past.”

Lewis Mumford

“Many highly intelligent people are poor thinkers. Many people of average intelligence are skilled thinkers. The power of the car is separate from the way the car is driven.”

Edward de Bono

“Oil is seldom found where it is most needed, and seldom most needed where it is found.”

L.E.J. Brouwer

“In business a reputation for keeping absolutely to the letter and spirit of an agreement, even when it is unfavorable, is the most precious of assets although it is not entered in the balance sheet.”

Oliver Lyttelton

“It turns out that when we look at a new product in a store we tend to think that the more features there are, the better. It’s only once we get the product home and try to use it that we realize the virtues of simplicity.”

James Surowiecki