



Common sense talk



“Books are the quietest and most constant of friends; they are the most accessible and wisest of counselors, and the most patient of teachers.”

Charles W. Eliot

“Good design keeps the user happy, the manufacturer in the black and the aesthete unoffended.”

Raymond Loewy

“There is no escaping the fact that, even in a great career, sometimes the best advances happen through luck, chance and accident.”

Edmond Fischer

“We all grow up with the weight of history on us. Our ancestors dwell in the attics of our brains as they do in the spiraling chains of knowledge hidden in every cell of our bodies.”

Shirley Abbott

“The rate of change is not going to slow down anytime soon. If anything, competition in most industries will probably speed up even more in the next few decades.”

John P. Kotter

“I think there should be something in science called the ‘reindeer effect.’ I don’t know what it would be, but I think it’d be good to hear someone say, ‘Gentlemen, what we have here is a terrifying example of the reindeer effect.’”

Jack Handy

