

## COMMON SENSE TALK



“Simplicity is knowing when less is too little and more is too much. Simplicity equals sanity.”

*John Maeda*

“Some painters transform the sun into a yellow spot, others transform a yellow spot into the sun.”

*Pablo Picasso*

“The entrepreneur is essentially a visualizer and an actualizer.... He can visualize something, and when he visualizes it he sees exactly how to make it happen.”

*Robert L. Schwartz*

“The world is a book, and those who do not travel read only a page.”

*Saint Augustine*

“I probably have traveled and walked into more variety stores than anybody in America. I am just trying to get ideas, any kind of ideas that will help our company. Most of us don't invent ideas. We take the best ideas from someone else.”

*Sam Walton*

“The scientist is not a person who gives the right answers, he is one who asks the right questions.”

*Claude Levi-Strauss*

“The ability to think straight, some knowledge of the past, some vision of the future, some skill to do useful service, some urge to fit that service into the well-being of the community-these are the most vital things education must try to produce.”

*Andrienne Rich*

“Act as if what you do makes a difference. It does.”

*William James*

“Just as appetite comes by eating, so work brings inspiration, if inspiration is not discernible at the beginning.”

*Igor Stravinsky*