

COMMON SENSE TALK



"The object of golf is not just to win. It is to play like a gentleman and win."

Phil Mickelson

"You get curious about something and you mess around. That's what science is in the beginning."

Robert Wyman

"People want a version of McDonald's for their own class."

Eric Garcetti

"Man can't help hoping even if he is a scientist. He can only hope more accurately."

Karl A. Menninger

"Any work of architecture that does not express serenity is a mistake."

Luis Barragán

"A cardinal principle of total quality escapes too many managers: you cannot continuously improve interdependent systems and processes until you progressively perfect interdependent interpersonal relationships."

Stephen Covey

"Without translators, we are left adrift on our various linguistic ice floes, only faintly hearing rumors of masterpieces elsewhere at sea."

David Remnick

"Are books becoming obsolete? I say they shouldn't become obsolete.... A good provocative book well written and well read still provides that wonderful idyll to recline, ponder, and perhaps dream."

Robert Redford

"I learned to make my mind large, as the universe is large, so that there is room for paradoxes."

Maxine Hong Kingston

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."

Jeff Bezos