

## COMMON SENSE TALK



“Money never starts an idea; it is the idea that starts the money.”

*W. J. Cameron*

“Study the past if you would define the future.”

*Confucius*

“Look at a day when you are supremely satisfied at the end. It’s not a day when you lounge around doing nothing; it’s when you’ve had everything to do, and you’ve done it.”

*Margaret Thatcher*

“When a man has put a limit on what he will do, he has put a limit on what he can do.”

*Charles M. Schwab*

“Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight.”

*Henry Luce*

“Reorganization is the permanent condition of a vigorous organization.”

*Roy Ash*

“To improve is to change; to be perfect is to change often.”

*Winston Churchill*

“The competitor to be feared is one who never bothers about you at all, but goes on making his own business better all the time.”

*Henry Ford*

“Customer needs do not remain static. There is no such thing as a permanent list of customers’ needs.”

*Joseph M. Juran*

“The fact is you’ll never have all the information you need to make a decision—if you did, it would be a foregone conclusion, not a decision.”

*David Mahoney*