

Hasten slowly.

Augustus Caesar

Un hombre sabio no pone todos sus huevos en una sola canasta.

Miguel de Cervantes Saavedra

When you go to buy use your eyes, not your ears.

Proverbio Checoslovaco

Observa detenidamente y habla con prudencia.

Miguel de Cervantes Saavedra

It is a good thing to learn caution by the misfortunes of others.

Publilius Syrus

CURIOSIDAD

Curiosity is one of the permanent and certain characteristics of a vigorous intellect.

Samuel Johnson

La niñez y el genio tienen algo en común: La curiosidad.

Francis Bacon

DEBER

It is not enough that we do our best; sometimes we have to do what is required.

W. S. Churchill

DECISIONES

One cannot govern with buts.

Charles de Gaulle

*Take time to deliberate; but when the time for action arrives,
stop thinking and go in.*

Andrew Jackson

*What we think or what we believe is, in the end, of little
consequence. The only thing of consequence is what we do.*

John Ruskin

*Whenever I make a bum decision, I just go out and make
another.*

Harry S. Truman

*No great marketing decisions have ever been made on
quantitative data.*

John Scully

*A mind all logic is like a knife all blade. It makes the hand bleed
that uses it.*

Rabindranath Tagore

*We know what happens to people who stay in the middle of the
road. They get run over.*

Aneurin Bevan

*Whenever you see a successful business, someone once made a
courageous decision.*

Peter Drucker

*It is a fine thing to be honest but it is also very important to be
right.*

Winston Churchill

*No amount of sophistication is going to allay the fact that all
your knowledge is about the past and all your decisions are
about the future.*

Ian E. Wilson

DESCONFIANZA

Desconfía del hombre que te aconseja que desconfíes.

Etla Wheeler

DEUDA

Debt is a bottomless sea.

Thomas Carlyle

El rico se enseñoorea de los pobres, y el que toma prestado es siervo del que presta.

Proverbios 22:7

DICHA

La dicha está donde la encuentras, muy rara vez donde la buscas.

Petit-Senn

DINERO

If money is your hope for independence, you will never have it. The only real security that a man can have in this world is a reserve of knowledge, experience, and ability.

Henry Ford

If a man goes into business with only the idea of making money, the chances are he won't.

Joyce Clyde Hall

Money alone sets all the world in motion.

Publilius Syrus

Capital as such is not evil; it is its wrong use that is evil.

Mohandas K. Gandhi

DISCIPLINA

When firmness is sufficient, harshness is unnecessary.

Napoleón Bonaparte

The best policy to follow in developing a reputation for severity is to make any decision that involves a conflict between the organization and an individual according to fixed principles announced in advance and applied so consistently that each application takes on a didactic character ... it does not matter so much whether the punishment is prosecution or expulsion or demotion or counseling, but it does matter that the full penalty be invoked in every case without regard to extenuating circumstances or to the possibility of reprisal by the offender's friends.

Theodore Caplow

Those who do not prevent crimes when they could, encourage them.

Cato the elder

Let the punishment be equal with the offense.

Cicero

The superior man is clear-minded and cautious in imposing penalties.

Lao Tse

The kings of former times made firm the laws through clearly defined penalties.

Lao Tse

He who refuses to remedy a wrong is guilty of a second wrong.

Mencius

The emphasis in sound discipline must be on what's wrong, rather than "who's to blame".

George S. Odiorne

he proper end of... punishment is not the satisfaction of justice, but the prevention of crimes.

William Paley

The two proper reasons for imposing penalties on an employee who is guilty of infraction or neglect (are) to reform the offender, and the other is to deter others who may be influenced by what is happening.

Aaron Q. Sartain and Alton W. Baker

EDUCACION

Human history becomes more and more a race between education and catastrophe.

H.G. Wells

Si lo que desea es un año de prosperidad, cultive arroz; si planifica para diez años, cultive árboles; pero si desea cien años de prosperidad, cultive hombres y mujeres.

Proverbio chino

Reading makes a full man, conference a ready man, and writing an exact man.

Francis Bacon

An education isn't how much you've committed to memory, or even how much you know. It's being able to differentiate between what you know and what you don't. It's knowing where to go to find out what you need to know; and it's knowing how to use the information you get.

William Feather

It is always in season for old men to learn.

Benjamin Disraeli

The mind is not a storehouse to be filled but an instrument to be used.

John Gardner

Professional education in America is putting progressively more emphasis on the manipulation of symbols to the exclusion of other sorts of skills- how to collaborate with others, to work in teams, to speak foreign languages, to solve concrete problems- which are more relevant to the new competitive environment. And more and more, America's best students have turned to professions that allow them to continue attending to symbols, from quiet offices equipped with a telephone, telex and a good secretary. The world of truly productive people, engaged in the untidy and difficult struggle with real production problems, is becoming alien to America's best and brightest.

Robert B. Reich

Judge a man by his questions rather than by his answers.

Francois Marie Voltaire

Knowledge is a process of piling up facts; wisdom lies in their simplification.

Martin H. Fischer

The world's great men have not commonly been great scholars, nor its great scholars great men.

Oliver Wendell Holmes

I think the world is run by C students.

Al McGuire

In the space age the most important space is between the ears.

Thomas J. Barlow

Instruye al niño en su camino, y aun cuando fuere viejo no se apartará de él.

Proverbios 22:6

There is no crisis to which academics will not respond with a seminar. Anónimo Everyone is ignorant, only on different subjects.

Will Rogers

Tim was so learned that he could name a horse in nine languages; so ignorant that he bought a cow to ride on.

Benjamin Franklin

The school is not the end but only the beginning of an education.

Calvin Coolidge

We need education in the obvious more than investigation of the obscure.

Oliver Wendell Holmes

One pound of learning requires ten pounds of common sense to apply it.

Anónimo

Education is only a ladder to gather fruit from the tree of knowledge, not the fruit itself.

Anónimo

To be conscious that you are ignorant of the facts is a great step to knowledge.

Benjamin Disraeli

If you think education is expensive, try ignorance.

Derek Bok

The chief object of education is not to learn things but to unlearn things.

G. K. Chesterton

*Escucho y me olvido
Veo y me acuerdo
Hago y entiendo.*

Proverbio chino

The quality of a university is measured more by the kind of student it turns out than the kind it takes in.

Robert J. Kibbee

The man who does not read good books has no advantage over the man who can't read them.

Mark Twain

Our progress as a nation can be no swifter than our progress in education ... The human mind is our fundamental resource.

John F.Kennedy

There are three ingredients in the good life: learning, earning, and yearning.

Christopher Morley

Education is what survives when what has been learned has been forgotten.

B.F. Skinner

He is educated who knows how to find out what he doesn't know.

George Simmel

ENOJO

El que domina su cólera domina su mayor enemigo.

Lewis

Men often make up in wrath what they want in reason.

W.R. Alger

What's begun in anger, ends in shame.

Benjamin Franklin

Anger makes dull men witty, but it keeps them poor.

Francis Bacon

Anger is momentary madness, so control your passion or it will control you.

Horace

Anger blows out the lamp of the mind. In the examination of a great and important question, every one should be serene, slow-pulsed, and calm.

Ingersoll

ENSEÑANZA

Tenemos muchos hombres y mujeres quienes saben como enseñar lo que saben; tenemos muy pocos quienes pueden enseñar a otros su propia capacidad de aprender.

Joseph K. Hart

Who dares to teach must never cease to learn.

John Cotton Dana

He that teaches himself hath a fool for a master.

Benjamin Franklin

When our students fail, we, as teachers, too, have failed.

Marva Collins

When a subject becomes totally obsolete we make it a required course.

Peter Drucker

In business school classrooms they construct wonderful models of a nonworld.

Peter Drucker

The things taught in school are not an education but the means to an education.

Ralph Waldo Emerson

ENTUSIASMO

I don't care if his skills are weak and he's got no experience. Look at that enthusiasm and energy level. He's going to be terrific!

Edgar Trenner

ERRORES

The man who makes no mistakes does not usually make anything.

William Connor Magee

The greatest mistake you can make in life is to be continually fearing that you will make one.

Elbert Hubbard

Failure is success if we learn from it.

Malcolm Forbes

A failure is a man who has blundered but is not capable of cashing in on the experience.

Elbert Hubbard

A stumble may prevent a fall.

Proverbio Inglés

ESCRIBIR

Escribir bien es poseer al mismo tiempo inteligencia, alma y gusto.

Buffon

ESFUERZO

Labor Omnia Vincit

Lema de Zamorano

Life yields only to the conqueror. Never accepts what can be gained by giving in. You will be living off stolen goods, and your muscles will atrophy.

Dag Hammarskjöld

EXITO

Four little words sum up what has lifted most successful individuals above the crowd: a little bit more. They did all that was expected of them and a little bit more.

A. Lou Vickery

Try not to be a man of success; but rather try to be a man of value.

Albert Einstein

What's money? A man is a success if he gets up in the morning and gets to bed at night, and in between he does what he wants to.

Bob Dylan

Somos merecedores del destino que aceptamos.

Santiago Porras J.

There are no secrets to success. It is the result of preparation, hard work and learning from failure.

Colin L. Powell

The reward for work well done is the opportunity to do more.

Jonas Salk

Success has ruined many a good man.

Benjamin Franklin

EXPERIENCIA

Men are wise in proportion, not to their experience, but to their capacity for experience.

George Bernard Shaw

Experience taught me a few things. One is to listen to your gut, no matter how good something sounds on paper. The second is that you're generally better off sticking with what you know. And the third is that sometimes your best investments are the ones you don't make.

Donald Trump

I don't want men of experience working for me. The experienced man is always telling me why something can't be done. He is smart; he is intelligent; he thinks he knows the answers. The fellow who has not had any experience is so dumb he doesn't know a thing can't be done - and he goes ahead and does it.

Charles F. Kettering

Experience is not to make no mistakes, but quickly to see how to make them good.

Bertolt Brecht

Experience is not what happens to you; it is what you do with what happens to you.

Aldous Huxley

A man who carries a cat by the tail learns something he can learn in no other way.

Mark Twain

The scalded cat fears even cold water.

Thomas Fuller

El conocimiento del hombre no puede llegar más allá de su experiencia.

John Locke

It is necessary for us to learn from others' mistakes. You will not live long enough to make them all yourself.

Hyman G. Rickover

People are not remembered by how few times they fail, but by how often they succeed. Every wrong step is another step forward.

Thomas Alva Edison

Aprender haciendo

Lema de Zamorano

FAMA

Do not trust to the cheering, for those very persons would shout as much if you and I were going to be hanged.

Oliver Cromwell

FELICIDAD

Disfruta hoy. Es más tarde de lo que crees.

Proverbio chino

La felicidad nace de la moderación.

Johann Wolfgang von Goethe

He who laughs, lasts.

Robert Fulghum

When what we are is what we want to be, that's happiness.

Malcolm Forbes

Success is getting what you want; happiness is wanting what you get.

Anónimo

La vida no se nos ha dado para ser felices, sino para merecer serlo.

Palacio

The best way to cheer yourself up is to cheer everybody else up.

Mark Twain

Happiness doesn't depend on what we have but it does depend on how we feel towards what we have. We can be happy with little and miserable with much.

William Dempster Hoard

Happy people rarely correct their faults.

Francois Duc de la Rochefoucauld

One ought, every day at least, to hear a little song, read a good poem, see a fine picture and if it were possible to speak a few reasonable words.

Johann Wolfgang von Goethe

FRACASO

In your temporary failure there is no evidence that you may not yet be a better scholar, and a great more successful man in the struggle of life, than many others, who have entered college more easily.

Abraham Lincoln

No es vencido sino el que cree serlo.

Rojas

Good people are good because they've come to wisdom through failure. We get very little wisdom from success, you know.

William Saroyan

GANADORES

*The winner is always part of the answer;
the loser is always part of the problem;
the winner always has a program;
the loser always has an excuse;
the winner says "let me do it for you"; the loser says "that's not my job";
the winner sees an answer for every problem;
the loser sees a problem for every answer;
the winner says "it may be difficult, but it's possible";
the loser says "it may be possible, but it's too difficult";
Be a Winner!!!*

Anónimo

GENTE

El hombre es para el hombre un espejo.

Proverbio turco

La Gente que me Gusta

Primero que todo, me gusta la gente que vibra, que no hay que empujarla, que no hay que decirle que haga las cosas, sino que sabe lo que hay que hacer y lo hace en menos tiempo de lo esperado. Me gusta la gente con capacidad para medir las consecuencias de sus actuaciones y no deja las soluciones al azar.

Me gusta la gente exigente con su gente y consigo misma, pero que no pierde de vista que somos humanos y que nos podemos equivocar. Me gusta la gente que piensa que trabajar en equipo, entre amigos, produce más que si lo hiciera individualmente. Me gusta la gente que sabe de la importancia de la alegría. Me gusta la gente sincera y franca, capaz de oponerse con argumentos serenos y razonados a las decisiones que sienten que les lastiman.

Me gusta la gente de criterio. La gente que medita. La que no se avergüenza de reconocer que no sabe algo o que se equivocó. La gente que al aceptar sus errores, se esfuerza genuinamente por no volver a cometerlos.

Me gusta la gente capaz de criticar constructivamente. A éstos los llamo mis amigos. Me gusta la gente fiel y persistente, la que no desfallece cuando de alcanzar objetivos e ideales se trata. Me gusta la gente de garra que entiende los obstáculos como un reto. Me gusta la gente que trabaja en busca de resultados.

Calixto Chaves

HABILIDAD

We judge ourselves by what we feel capable of doing, while others judge us by what we have already done.

Longfellow

They are able because they think they are able.

Vergil

HABITOS

La costumbre es una segunda naturaleza.

San Agustín

'It's easier to prevent bad habits than to break them.

Benjamin Franklin

We are what we repeatedly do. Excellence, then, is not an act, but a habit.

Aristotle

Para el arte de vivir, los hábitos son más eficaces que las máximas, ya que el hábito es una máxima viviente que se ha hecho instinto y carne. La vida no es más que un tejido de costumbres.

Amiel

Las ideas no tienen importancia alguna. Las ideas son el uniforme vistoso que se les pone a los sentimientos y a los instintos. Una costumbre indica mucho más el carácter de un pueblo que una idea.

Baroja

HABLAR

Prefiero contraer el hábito de hablar tan pausadamente como se escribe, al escribir tan veloz como se habla.

Pitágoras

Para hablar bien es necesario hablar poco.

Cristina de Suecia

HONESTIDAD

It's not the crook in modern business that we fear, but the honest man who doesn't know what he is doing.

Owen D. Young

It wasn't until quite late in life that I discovered how easy it is to say "Al don't know".

W. Somerset Mangham

If you are standing upright, do not worry if your shadow is crooked.

Chinese Proverb

IDEALES

Vivir sin ideal es vivir a medias.

Johann Wolfgang von Goethe

You see things; and say "Why?" But I dream things that never were; and I say "Why not?"

George B. Shaw

INSPIRACION

La inspiración es trabajar todos los días.

Baudelaire

Genius is one percent inspiration and ninety-nine percent perspiration.

Thomas A. Edison

INTERDEPENDENCIA

When one tugs at a single thing in nature, he finds it attached to the rest of the world.

John Muir

None of us got where we are solely by pulling ourselves up by our bootstraps. We got here because somebody - a parent, a teacher, an Ivy League crony or a few nuns - bent down and helped us pick up our boots.

Thurgood Marshall

Think "Win-win or no deal".

Stephen R. Covey

Si quieres ser amado, sé amable.

Ovidio

JEFES Y SUBALTERNOS

The person who knows how will always have a job. The person who knows why will always be his boss.

Diane Ravitch

First-rate people hire first-rate people; second-rate people hire third rate people.

Leo Rosten

Hire the best people and then delegate.

Carol A. Taber .

The valuable person in any business is the individual who can and will cooperate with others.

Elbert Hubbard

Treat people as if they were what they ought to be and you help them to become what they are capable of being.

Johann Wolfgang von Goethe .

Treat employees like partners, and they act like partners.

Fred Allen

Put your personnel work first because it is the most important.

Robert E. Wood .

Some people work just hard enough not to get fired, and some companies pay people just enough that they won't quit.

Louis E. Coone

Cincuenta por ciento de las compañías japonesas no tienen un departamento de mercadeo y 90% no tienen ninguna sección para la investigación de mercado. Es así porque se considera que todos los empleados son especialistas en mercadeo.

Hiroyuki Takeuchi .

I will pay more for the ability to deal with people than any other ability under the sun.

John D. Rockefeller .

Always treat your employees exactly as you want them to treat your best customers.

Stephen Covey

The employer generally gets the employee he deserves.

Walter Gilbey

JUVENTUD

Casi todo lo grande ha sido llevado a cabo por la juventud.

Benjamin Disraeli

LABORIOSIDAD

Labor omnia vincit.

Lema de Zamorano

El hambre espía por la puerta de la casa del hombre laborioso, pero no se atreve a entrar.

Benjamin Franklin

Hay dos caminos que conducen a la fortuna: laboriosidad y constancia.

Reybaund

Too many people today only want to put in a 40-hour week. I always told my managers that you can't be successful unless you tell your wife not to expect you home for dinner.

C. Kemmons Wilson

If I find people who can tell me what's on TV at 8:15 on Thursday night, then I'm not interested in hiring them.

R. McPherson

If you can't beat the Germans or the Japanese, and you can still sleep soundly at night, you're not right for the job.

Ross Perot

No hay nada mejor para un hombre que regocijarse en su trabajo.

Eclesiastés 3:22

I've had smarter people around me all my life, but I haven't run into one yet that can outwork me. And if they can't outwork you, then smarts aren't going to do them much good. That's just the way it is. And if you believe that and live by it, you'd be surprised at how much fun you can have.

Woody Hayes

The first five days of the week are when you work to keep up with the competition. It's on Saturdays and Sundays that you get ahead of them.

Curt Carlson

A manual laborer should forget about his work when the whistles blows, but if a person intends to go forward and do anything, the whistle is only a signal to start thinking.

Henry Ford

He who is afraid of doing too much always does too little.

Proverbio Alemán

The man who does not work for the love of work but only for money, is not likely to make money nor to find much fun in life.

Charles Schwab

The best career advice given to the young is: Find out what you like doing best and get someone to pay you for doing it.

Katherine Whiteborn

The difference between a job and a carrer is the difference between 40 and 60 hours a week.

Robert Frost

LEALTAD

Si usted trabaja para un hombre, (Por Dios trabaje para él! Hable bien de él y sea fiel a la institución que él representa.

Si usted tiene que murmurar, condenar o encontrar faltas constantemente, entonces mejor es que renuncie su puesto y cuando este fuera, dé rienda suelta a la maldad de su corazón. Pero mientras usted sea parte de la institución. !No la censure! Si lo hace, la primera ráfaga de viento que pase se llevará su censura y probablemente usted nunca sabrá porque.

Anónimo

LECTURA

La lectura para ser útil debe ser un ejercicio que implique algún trabajo.

Anónimo

Some books are to be tasted, others to be swallowed, and some few to be chewed and digested.

Francis Bacon

The writings of the wise are the only riches our posterity cannot squander.

Landor

LIDERAZGO

Leadership appears to be the art of getting others to want to do something you are convinced should be done.

Vance Packard

True leadership must be for the benefit of the followers, not the enrichment of the leaders.

Robert Townsend

Surround yourself with the best people you can find, delegate authority, and don't interfere as long as the policy you've decided upon is being carried out.

Ronald Reagan

A desk is a dangerous place from which to watch the world.

John Le Carré

Sandwich every bit of criticism between two heavy layers of praise.

Thomas Fuller

I praise loudly, I blame softly.

Catherine II

A leader is a dealer in hope.

Napoleon Bonaparte

A leader has the vision and conviction that a dream can be achieved. He inspires the power and energy to get it done.

Ralph Lauren

Any leader worth following gives credit easily where credit is due. He does not take someone's idea, dress it up and offer it as his own. He offers it as theirs. Otherwise, ideas will soon cease to flow his way. He plays fair with everyone and recognizes the strong points in people as well as the weak ones. He never takes advantage for his own selfish purposes.

Franklin J. Lundling

Behind an able man are always other able men.

Proverbio Chino

Dejadlos; son ciegos guías de ciegos; y si el ciego guiare al ciego, ambos caerán en el hoyo.

San Mateo 15:14

Sólo la obediencia da derecho a mandar.

Ralph Waldo Emerson

The true worth of man is not to be found in man himself, but in the colors and texture that come alive in others.

Albert Schweitzer

Five things are requisite to a good officer - ability, clean hands, dispatch, patience, and impartiality.

William Penn

Here lies a man who knew how to enlist into his service people better than himself.

Andrew Carnegie's tombstone

It is a fine thing to have ability, but the ability to discover ability in others is the true test.

Elbert Hubbard

Forethought and prudence are the proper qualities of a leader.

Tacitus

The leader must know, must know that he knows, and must be able to make it abundantly clear to those around him that he knows.

Clarence B. Randall

*Treat 'em like dogs, and you'll have dogs' work and dogs' actions.
Treat 'em like men, and you'll have men, and you'll have men's
works.*

Harriet Beecher Stowe

I never give them hell; I just tell the truth, and they think it's hell.

Harry S. Truman

*Your position confers on you only the obligation to so live your
life that others can take your orders without being embarrassed.*

Dag Hammarskjöld

*A leader of men must make decisions quickly; be independent;
act and stand firm; be a fighter; speak openly, plainly, frankly;
make defeats his lessons; cooperate; coordinate; use the best of
any alliances or allies; walk with active faith courageously toward
danger or the unknown; create a staff; know, love, and represent
the best interests of his followers; be loyal, true, frank, and
faithful; reward loyalty; have a high, intelligent, and worthy
purpose and ideal. Do justice; love mercy; fear no man but fear
only God.*

John W. Dodge

MAESTROS

El que te enseña por un día es tu padre por toda la vida.

Proverbio chino

Yo no enseño a quien no se esfuerza en comprender.

Confucio

MANO DE OBRA

*Labor is prior to, and independent of, capital. Capital is only the
fruit of labor, and could never have existed if labor had not first
existed. Labor is the superior of capital, and deserves much the
higher consideration.*

Abraham Lincoln

METAS

El que tiene siempre ante sus ojos un fin, hace que toda cosa lo ayude a conseguirlo.

Browning

MIEDO

Do the thing you fear the most and death of fear is certain.

R. W. Emerson

MODAS

Every generation laughs at the old fashions but religiously follows the new.

Henry David Thoreau

MOTIVACION

We know nothing about motivation. All we can do is write books about it.

Peter Drucker

Call it what you will, incentives are the only way to make people work harder.

Nikita Khrushchev

In order that people may be happy in their work, these three things are needed: They must be for it. They must not do too much of it. And they must have a sense of success in it.

John Ruskin

Our minds are lazier than our bodies.

Francois Duc de la Rochefoucauld

Management is nothing more than motivating other people.

Lee Iacocca

I have yet to find the man, however exalted his stations, who did not do better work and put forth greater effort under a spirit of approval than under a spirit of criticism.

Charles Schwab

*He that would thrive
Must rise at five;
He that hath thriven
May lie till seven.*

John Clarke

Everyone has noted the astonishing sources of energy that seem available to those who enjoy what they are doing or find meaning in what they are doing.

Charles Garfield

Very few factors help produce economies of scale. Technology may be one, but not people. When it comes to motivating people and using their brainpower, you hit diseconomies of scale early. At that point, bigger isn't better.

Alonzo L. McDonald

Nothing ever succeeds which exuberant spirits have not helped to produce.

George Wilhelm Nietzsche

There is no finish line.

Nike Corporation Motto

Three people were at work on a construction site. All were doing the same job, but when each was asked what his job was, the answers varied. "Breaking rocks", the first replied. "Earning my living", the second said. "Helping to build a cathedral", said the third.

Peter Schultz

Whatever is worth doing at all, is worth doing well.

Philip Dormer Stanhope

It's crazy to work this hard, but I love it.

Joe Tanner

MUJERES

(Referring to paucity of females in many scientific and technical areas:) The world cannot afford the loss of talents of half its people if we are to solve the many problems that beset us.

Rosalyn S. Yalow

A sufficient measure of civilization is the influence of good women.

Ralph Waldo Emerson

Most hierarchies were established by men who now monopolize the upper levels, thus depriving women of their rightful share of opportunities for incompetence.

Laurence J. Peter

Being a woman is a terribly difficult task, since it consists principally in dealing with men.

Joseph Conrad

NEGOCIOS

Some see private enterprise as a predatory target to be shot, others as a cow to be milked, but few are those who see it as a sturdy horse pulling the wagon.

Winston Churchill

Social responsibility is tied directly to making a profit.

John D. Harper

Anybody can cut prices, but it takes brains to produce a better article.

P.D. Armour

The majority of our strategic successes were ideas that we borrowed from the marketplace, usually from a small regional or local competitor. In each case what we did was spot a promising new idea, improve on it, and then out-execute our competitor.

Andrew Pearson

The most important strategic marketing issues .. are the achievement of superior quality ... the attainment of enough corporate flexibility to permit lightning-fast market creation as soon as the slightest opportunity is sensed, the capacity to listen constantly to customers and the constant improvement of every product and procedure that involves the customers.

Tom Peters

OBSTACULOS

Obstacles are what you see when you take your eyes off the goal.
Anónimo

There are no traffic jams when you go the extra mile.
Anónimo

If you let conditions stop you from working, they'll always stop you.
James T. Fareell

A great deal of talent is lost in the world for want of a little courage. Every day sends to their graves obscure men whom timidity prevented for making a first effort; who, if they could have been induced to begin, would in all probability have gone to great lengths in the career of fame. The fact is that to do anything in the world worth doing, we must not stand back shivering and thinking of the cold and danger, but jump in and scramble through as well as we can.

Sydney Smith

Difficulties show what men are.
Epictetus

The greater the difficulty, the more glory in surmounting it. Skillful pilots gain their reputation from storms and tempests.

Epicurus

OPORTUNIDAD

There is no security on this earth; there is only opportunity.

Douglas MacArthur

El mundo es todo puertas, todo oportunidades, cuerdas tensas que aguardan que se las toque.

Ralph W. Emerson

OPTIMISMO

Let us be of good cheer, remembering that the misfortunes hardest to bear are those which never happen.

Lowell

These then are my last words to you. Be not afraid of life. Believe that life is worth living and your belief will help create the fact.

William James

Although the world is very full of suffering, it is also full of the overcoming of it.

Helen Keller

PANAMERICANISMO

I am a citizen, not of Athens or Greece, but of the world.

Attributed to Socrates

El estudio más digno de un americano es América.

José Cecilio del Valle

Al servicio de las Américas.

Lema de Zamorano

What gets in the way of economic development is the illusion that ... participation in the borderless and interlinked

economy is unimportant ... virulent nationalism can hide a multitude of sins, but it cannot fuel economic growth or provide a better way of life.

Kenichi Ohmae

PERFECCIONISMO

Those who apply themselves too closely to little things often become incapable of great things.

Francois Duc de la Rochefoucauld

Si pudiera vivir nuevamente mi vida, en la próxima trataría de cometer más errores. No intentaría ser tan perfecto, me relajaría más.

Jorge Luis Borgez

A foolish consistency is the hobgoblin of little minds, adored by little statesmen and philosophers and divines.

Ralph Waldo Emerson

See everything, overlook a great deal, correct a little.

Pope John XXIII

PERSISTENCIA/PERSEVERANCIA

Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts.

Persistence and determination alone are omnipotent.

Calvin Coolidge

Patience is a virtue, but persistence to the point of success is a blessing.

Peter H. Diamandis