

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

The 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

If I miss one day's practice. I notice it. If I miss two days, the critics notice it. If I miss three days, the audience notices it.

Ignace Paderewski

## EDUCACION

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.

Sir Francis Bacon

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

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

**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**

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

**Oliver Wendell Holmes**

**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**

**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**

**There is no crisis to which academics will not respond with a seminar.**

**Anónimo**

**Who dares to teach must never cease to learn.**

**John Cotton Dana**

**He that teaches himself hath a fool for a master.**

**Benjamin Franklin**

**Everyone is ignorant, only on different subjects.**

**Will Rogers**

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

**Calvin Coolidge**

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

**Anónimo**

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

**Marva Collins**

**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**

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

**Peter Drucker**

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

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

Peter Drucker

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

Proverbio chino

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

## ENOJO

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

W.R. Alger

**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**

## **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**

**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**

## **ESCRIBIR**

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

**Buffon**

## **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**

The scalded cat fears even cold water.

Thomas Fuller

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 Edison

### **EXITO**

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

### **FELICIDAD**

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



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**

No es vencido sino el que cree serlo.

Rojas

## **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 Cháves Z.

## **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

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

## **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 per cent inspiration and ninety-nine per cent perspiration.**

**Edison**

## **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.

Ebert 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

The employer generally gets the employee he deserves.

Sir 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.**

**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.**

**Eclesiástes 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 then 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 Schwaab, Sr.**

**The best career advise 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.**

**Chinese Proverb**

**If the blind lead the blind, both shall fall into the ditch.**

**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**

## **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**

## **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**

**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**

**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 I. 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 the paucity of females in many scientific and technical areas:) the world cannot afford the loss of the 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

## OBSTACULOS

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**

## **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

### **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

### **PERFECCIONISMO**

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

Francois Duc de la Rochefoucauld

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

Ralph Waldo Emerson

### **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**

**"No" simply means begin again at one level higher.**

**Peter H. Diamandis**

## **PLANIFICACION**

**El tiempo perfecto para reparar el techo es cuando está soleado.**

**John F. Kennedy**

**No hay nada tan inservible como hacer eficientemente algo que no debía haberse hecho.**

**Peter Drucker**

**Tómese el tiempo para deliberar, pero cuando se llega la hora de actuar, deje de pensar y hágalo.**

**Andrew Jackson**

**Debe haber un plan para todo.**

**Napoleón Bonaparte**

**Un progreso significativo no proviene de un proceso de planeación formal.... proviene de un par de individuos que están haciendo algo que no ha sido incluido en una lista.**

**W. G. McGovern**

## **PREPARACION**

**El azar es casi siempre favorable al hombre prudente.**

**Joubert**

## **PRESENTACION**

**A man is not always what he appears to be, but what he appears to be is always a significant part of what he is.**

**Willard Gaylin**

## **PRESUPUESTO**

**El único buen presupuesto es un presupuesto balanceado.**

**Adam Smith**

**Un negocio nunca está tan saludable como cuando al igual que una gallina, debe escarbar un poco a su alrededor para lograr obtener lo que desea.**

**Henry Ford**

**Un buen presupuesto es la distribución uniforme de la insatisfacción.**

**Anónimo**

**El esposo a su esposa en un restaurante: "preferirías un filete, langosta o electricidad el resto del mes?"**

**Anónimo**

## **PRIORIDADES**

Things which matter most must never be at the mercy of things which matter least.

Johann Wolfgang von Goethe

## **PROACTIVIDAD**

The best way to predict the future is to invent it.

Alan Kay

Do it by the book.....but be the author!

Peter H. Diamandis

## **PROBLEMAS Y SOLUCIONES**

When I've heard all I need to make a decision, I don't take a vote. I make a decision.

Ronald Reagan

If the only tool you have is a hammer, you tend to see every problem as a nail.

Abraham Maslow

The best way to escape from a problem is to solve it.

Anónimo

A problem well stated is a problem half solved.

Charles F. Kettering

Problems are only opportunities in work clothes.

Henry J. Kaiser

**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 J. Mahoney, Jr.**

## **RENOVACION PERSONAL**

**The time to relax is when you don't have time for it.**

**Sydney J. Harris**

## **RESPONSABILIDAD**

**We have not passed that subtle line between childhood and adulthood until we move from the passive voice to the active voice- that is, until we have stopped saying "it got lost", and say, "I lost it".**

**Sydney J. Harris**

**It is not sufficient for people to do their assigned jobs.**

**Al Pietrasanta**

**Those who enjoy responsibility usually get it; those who merely like exercising authority usually lose it.**

**Malcolm Forbes**

**Few things help an individual more than to place responsibility upon him, and to let him know you trust him.**

**Booker T. Washington**

## **RESULTADOS**

**By the work one knows the workman.**

**Jean de la Fontaine**

**There is not anything so excellent, but some will carp at it.**

**Mary Astel**

**Achieving good performance is a journey, not a destination.**

**Kenneth H. Blanchard**

**All knowledge workers, from the lowliest and youngest to the company's chief executive officer, should be asked at least once a year, "What do yo contribute that justifies your being on the payroll? What should this company, this hospital, this government agency, this university hold you accountable for, by way of contribution and results? Do you know what your goals and objectives are? And what do you plan to do to attain them?"**

**Peter F. Drucker**

**Don't make excuses - make good.**

**Elbert Hubbard**

## **RETOS ETICOS**

**First, there is the law. It must be obeyed. But the law is the minimum. You must act ethically.**

**IBM employee guidelines**

**Ours is a world of nuclear giants and ethical infants.**

**Bradley**

**One man with courage makes a majority.**

**Andrew Jackson**

**All that is necessary for the triumph of evil is that good men do nothing.**

**Attributed to Edmund Burke**

**En la sociedad moderna, el antónimo de valor no es cobardía, sino conformismo.**

**Rollo May**

**Golden rule principles are just as necessary for operating a business profitably as are trucks, typewriters, or twine.**

**James Cash Penney**

**Being good in business is the most fascinating kind of art.**

**Andy Warhol**

**It's a matter of having principles. It's easy to have principles when you're rich. The important thing is to have principles when you're poor.**

**Ray A. Kroc**

**Prejudice saves a lot of time, because you can form an opinion without the facts.**

**Anónimo**

## **SALUD**

**I am disturbed when I see a cigarette between the lips or fingers of some important person upon whose intelligence and judgement the welfare of the world in part depends.**

**Linus Pauling**

**I have never yet met a healthy person who worried very much about his health, or a really good person who worried much about his own soul.**

**J. B. S. Haldane**

**Those obsessed with health are not healthy; the first requisite of good health is a certain calculated carelessness about oneself.**

**Sydney J. Harris**

## SERVICIO

Vivir para otros no es sólo ley del deber, sino también ley de la felicidad.

Comte

Del mismo modo que no tenemos derecho a consumir riqueza sin producirla, tampoco lo tenemos a consumir felicidad sin producirla.

George Bernard Shaw

Nuestro deber es ser útiles, no como queremos sino como podemos.

Napoleón

My poor are my best patients. God pays for them.

Boerhaave

Socorrer al caído es acción digna de reyes.

Ovidio

Aun en el hacer bien, lo primero es la satisfacción personal, el bien de la otra persona permanece siempre en segundo lugar.

Mark Twain

## ZAMORANO

"Zamorano" es un centro panamericano de educación superior cuya misión es mejorar la calidad de vida en Latino América suministrando formación integral de primera categoría en agricultura tropical, manejo de los recursos naturales y el desarrollo rural, basado en el principio de aprender-haciendo, la excelencia académica, la formación del carácter y el desarrollo de liderazgo.

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The acquisition of practical skill is the major objective. A student who has learned to milk a cow, to make good butter and cheese, to feed pigs properly, to run a tractor, to protect his soil from erosion by planting on contours, to graft and prune a fruit tree, to grow potatoes, will never forget how to do these things as long as he lives. On the other hand, the student who "crams" for a theoretical examination may forget what he has memorized in a few days.

Wilson Popenoe

