

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 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

'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 "I don't know".

W. Somerset Maugham

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

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

Peter H. Diamandis

What counts most in the long haul of adult life is not brilliance, or charisma, or derring-do, but rather the quality that the Romans called "gravitas" - patience, stamina, and weight of judgement.

Eric Sevareid

Nothing worthwhile ever happens quickly and easily. You achieve only as you are determined to achieve ... and as you keep at it until you have achieved.

Robert H. Lauer

## 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

Madura bien las cosas y después hazlas pronto.

Burley

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

### PREOCUPACION

If something is wrong, fix it if you can. But train yourself not to worry. Worry never fixes anything.

Mary Hemingway

### PREPARACION

El azar es casi siempre favorable al hombre prudente.

Joubert

Private victories precede public victories.

Stephen Covey

People only see what they are prepared to see.

Ralph Waldo Emerson

The will to win is not nearly as important as the will to prepare to win.

Bobby Knight

When I am getting ready to reason with a man, I spend one-third of my time thinking about myself and what I am going to say -- and two-thirds thinking about him and what he is going to say.

Abraham Lincoln

### 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

Organizations can only do damage to themselves and to society if they tackle tasks that are beyond their specialized competence, their specialized values, their specialized functions ... but economic performance is not the sole responsibility of a business. Nor is education the sole responsibility of a school ... organizations do have a responsibility to find an approach to basic social problems that can match their competence and can, in fact, render social problems an opportunity for the organization.

P. Drucker

The key is not to prioritize what's on your schedule, but to schedule your priorities.

Stephen Covey

## 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

The ability to subordinate an impulse to a value is the essence of the proactive person.

Stephen Covey

### PROBLEMAS Y SOLUCIONES

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

Anónimo

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

A problem well stated is a problem half solved.

Charles F. Kettering

Problems are only opportunities in work clothes.

Henry J. Kaiser

The test of first-rate intelligence is the ability to hold two opposed ideas in the mind at the same time, and still retain the ability to function.

F. Scott Fitzgerald

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.

The way we see the problem is the problem.

Stephen Covey

The significant problems we face cannot be solved at the same level of thinking we were at when we created them.

Albert Einstein

---

### PROSPERIDAD

Las causas morales de la prosperidad: laboriosidad, orden, honestidad, iniciativa, frugalidad, ahorro, espíritu de servicio, cumplimiento de la palabra empeñada, audacia.

Juan Pablo II

### 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 you 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

El hombre que puede emplearse mejor y no lo hace es un indolente.  
Tomas Fuller

### SALUD

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

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

### 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 Bonaparte

---

Dedíquese a algo provechoso para los demás. Eso lo hará sentirse útil y contento.

Dale Carnegie

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

### TIEMPO

Por la calle de "después" se llega a la plaza de "nunca".

Coloma

Leisure is the time for doing something useful.

Benjamin Franklin

He that rises late, must trot all day.

Benjamin Franklin

Una hora por la mañana antes del desayuno, vale por dos cualesquiera del resto del día.

William Home

The Muses love the morning.

Benjamin Franklin

### TRABAJO

Labor Omnia Vincit.

Lema de Zamorano

### VALORES

Proactive people are driven by values - carefully thought about, selected and internalized values.

Stephen Covey

---



## ZAMORANO

Zamorano es un centro panamericano de educación superior comprometido a proveer una educación agrícola integral de primera categoría, que incluye los elementos claves del desarrollo sostenible, agricultura tropical, agronegocios, manejo de recursos naturales y desarrollo rural. Las bases de esta educación son los principios de panamericanismo, aprender haciendo, excelencia académica y formación de carácter y liderazgo.

Plan Estratégico 1995-1999

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

Un zamorano debe ser una persona responsable y trabajadora, con una fuerza de voluntad - y cierta dosis de estoicismo y humor - que le permita encarar eficientemente y sin decaer, los problemas que se le pueden presentar. O en otras palabras: debe ser capaz de reirse de sus problemas y al mismo tiempo tomarlos en serio, cumpliendo sus responsabilidades a cabalidad. Si se le cae el techo, lo apuntala con escobas, pero no sale corriendo. No se queja de sus apuros y en lo posible trata de ser independiente, pues procura no requerir de otras personas para resolver problemas que por si solo puede solucionar.

Julio Hasing

El idioma de Zamorano es la acción.

Reynaldo Trinidad

---

| <b>INDICE DE AUTORES</b> |   |
|--------------------------|---|
| Alcott, Luisa M.         | Campo y Ciudad, 18  |
| Alger, W.R.              | Enojo, 32   |
| Allen, Fred              | Jefes y Subalternos, 42   |
| Amiel, Henri Frédéric    | Acción, 10; Carácter, 19; Hábitos, 39   |
| Anónimo                  | Acción, 8; Adversidad, 10; Audacia, 14; Calidad, 16; Calumnia, 17; Carácter, 18; Compensación, 22; Educación, 31; Felicidad, 37; Ganadores, 38; Lealtad, 44; Lectura, 44; Obstáculos, 51; Presupuesto, 55; Problemas y Soluciones, 56; Retos Éticos, 59 |
| Antonioni, Joseph        | Cambio, 15  |
| Aristotle                | Hábitos, 39   |
| Armour, P.D.             | Negocios, 50  |
| Ashey                    | Adversidad 10   |
| Astel, Mary              | Resultados, 57  |
| Back, Richard            | Compensación, 22  |
| Bacon, Francis           | Cambio, 17; Curiosidad, 26; Educación 29; Enojo, 32; Lectura, 44  |
| Baker, Alton W.          | Disciplina, 29  |
| Barlow, Thomas J.        | Educación, 30   |
| Baroja                   | Hábitos, 40   |
| Baudelaire               | Inspiración, 40   |
| Bergson                  | Acción, 8   |
| Bevan, Aneurin           | Decisiones, 27  |
| Billings, Josh           | Autoestima, 15  |
| Blanchard, Kenneth H.    | Resultados, 57  |
| Boerhaave                | Servicio, 60  |
| Boeteker, J. H.          | Autodisciplina, 14  |
| Bok, Dereck              | Educación, 31   |
| Bolivar, Simón           | Castigo, 20   |
| Bonaparte, Napoleón      | Disciplina, 28; Liderazgo, 45; Planificación, 54; Servicio, 59  |
| Borgez, Jorge Luis       | Perfeccionismo, 52  |
| Borlaug, Norman          | Agricultura, 12   |
| Bradley                  | Retos Éticos, 58  |
| Brecht, Bertolt          | Experiencia, 35   |

|                          |   |
|--------------------------|---|
| Brooks, Phillips         | Aspiraciones 13   |
| Browning                 | Metas, 47   |
| Buckley, Williams F. Jr. | Compensación, 22  |
| Buffon                   | Escribir, 34  |
| Burke, Edmund            | Retos Éticos, 58  |
| Burley                   | Planificación, 54                                       |
| Buscaglia, Leo           | Autoestima, 15  |
| Caesar, Augustus         | Cuidado, 25   |
| Caplow, Theodore         | Disciplina, 28  |
| Carlson, Curt            | Laboriosidad, 43  |
| Carlyle, Thomas          | Deuda, 27   |
| Carnegie, Andrew         | Autoestima, 15; Liderazgo, 46                           |
| Carnegie, Dale           | Amor y Amistad, 13; Creatividad, 25; Servicio, 60       |
| Catherine II             | Liderazgo, 45   |
| Cato the elder           | Disciplina, 28  |
| Cervantes S., Miguel de  | Compañeros, 21; Belleza, 16; Cuidado, 26                |
| Channing, Edward         | Carácter, 19  |
| Chatfield                | Agricultura 12  |
| Chávez Z., Calixto       | Gente, 38   |
| Chesterfield             | Conducta, 23  |
| Chesterton, G. K.        | Educación, 31   |
| Churchill, W.S.          | Audacia, 14; Deber, 26; Decisiones, 27;<br>Negocios, 50 |
| Cicero                   | Disciplina, 29  |
| Clarke, John             | Motivación, 48  |
| Collins, Marva           | Enseñanza, 33   |
| Colofón                  | Audacia 14  |
| Coloma                   | Tiempo, 60  |
| Colton, Charles Caleb    | Cambio, 17  |
| Comte                    | Servicio, 59  |
| Conducta                 | Carácter, 19  |
| Confucio                 | Castigo, 20; Maestros, 47                               |
| Conrad, Joseph           | Mujeres, 50   |
| Coolidge, Calvin         | Educación, 31, Persistencia/Perseverancia, 53           |
| Coone, Louis E.          | Jefes y Subalternos, 42                                 |
| Covey, Stephen R.        | Interdependencia, 41; Jefes y Subalternos, 42;          |

|                                   |   |
|-----------------------------------|---|
| Cowper, William                   | Campo y Ciudad, 18  |
| Cristina de Suecia                | Hablar, 40  |
| Cromwell, Oliver                  | Fama, 36  |
| Cumberland                        | Acción, 8   |
| Dana, John Cotton                 | Enseñanza, 33   |
| de Gaulle, Charles                | Decisiones, 26  |
| Demetrio                          | Adversidad 11   |
| Diamandis, Peter H.               | Burocracia, 16; Persistencia/Perseverancia, 53; Proactividad, 56  |
| Disraeli, Benjamin                | Adversidad 10; Educación, 31; Juventud, 42  |
| Dodge, John W.                    | Liderazgo, 47   |
| Drucker, Peter                    | Calidad, 16; Cambio, 18; Decisiones, 27; Enseñanza, 33; Motivación, 48; Planificación, 53; Prioridades, 55; Resultados, 58                                  |
| Duc de la Rochefoucauld, Francois | Acción, 9; Carácter, 19; Felicidad, 37; Motivación, 48; Perfeccionismo, 52  |
| Dylan, Bob                        | Exito, 35   |
| Eclesiastés 3:22                  | Laboriosidad, 43  |
| Edison, Thomas Alva               | Creatividad, 25; Experiencia, 36; Inspiración, 41   |
| Einstein, Albert                  | Ciencia y Tecnología, 20; Exito, 34; Problemas y Soluciones, 56   |
| Eisenhower, Dwight D.             | Agricultura, 12   |
| Emerson, Ralph Waldo              | Acción, 8,9; Campo y Ciudad, 18; Compañeros, 22; Enseñanza, 33; Liderazgo, 46; Miedo, 48; Mujeres, 49; Oportunidad, 51; Perfeccionismo, 52; Preparación, 54 |
| English Proverb                   | Errores, 34   |
| Epictetus                         | Obstaculos, 51  |
| Epicurus                          | Obstaculos, 51  |
| Eramus                            | Audacia, 14   |
| Fareel, James T.                  | Obstaculos, 51  |
| Feather, William                  | Educación, 30   |
| Fiedge                            | Cooperación, 24   |
| Fischer, Martin H.                | Educación, 30   |
| Fitzgerald, F. Scott              | Problemas y Soluciones, 56  |
| Fletcher                          | Adversidad, 10  |
| Flowers, Woody                    | Creatividad, 25   |

|                      |  |
|----------------------|--|
| Fontaine, Jean de la | Resultados, 57   |
| Forbes, Malcolm      | Errores, 34; Felicidad, 37; Responsabilidad, 57  |
| Ford, Henry          | Compensación, 22; Dinero, 28; Laboriosidad, 43; Presupuesto, 55  |
| Franklin, Benjamin   | Acción, 9; Cuidado, 25; Educación, 31; Enojo, 32; Enseñanza, 33; Éxito 35; Hábitos, 39; Laboriosidad, 43; Tiempo, 60 |
| Frost, Robert        | Laboriosidad, 44   |
| Froude, James A.     | Carácter, 19   |
| Fulghum, Robert      | Felicidad, 37  |
| Fuller, Thomas       | Experiencia, 36; Liderazgo, 45; Retos Éticos, 59   |
| Gandhi, Mohandas K.  | Dinero, 28   |
| Ganivet              | Aspiraciones, 13   |
| Gardner, John        | Educación, 30  |
| Garfield, James A.   | Comercio, 21   |
| Garfield, Charles    | Motivación, 49   |
| Gaylin, Willard      | Presentación, 54   |
| George, David Lloyd  | Acción, 9  |
| Gilbey, Walter       | Jefes y Subalternos, 42  |
| Gladstone, William   | Comercio, 21   |
| Guest, Edgard A.     | Acción, 8  |
| Haldane, J.B.S.      | Salud, 59  |
| Hall, Joyce Clyde    | Dinero, 28   |
| Hammarskjöld, Dag    | Liderazgo, 47; Esfuerzo, 34  |
| Harper, John D.      | Negocios, 50   |
| Harris, Sydney J.    | Renovación Personal, 57; Responsabilidad, 57; Salud, 59  |
| Hart, Joseph K.      | Enseñanza, 33  |
| Hasing, Julio        | Zamorano, 61   |
| Hayes, Woody         | Laboriosidad, 43   |
| Hazlitt              | Adversidad, 10   |
| Hebreos 12:6         | Adversidad, 11   |
| Heine, Henrich       | Carácter, 18   |
| Hemingway, Mary      | Preocupación, 54   |
| Heraclitus           | Conocimiento, 24; Creatividad, 25  |
| Hesíodo              | Ahorro, 13   |

|                         |   |
|-------------------------|---|
| Hoard, William Dempster | Felicidad, 37   |
| Holmes, Oliver Wendell  | Educación, 30, 31   |
| Home, William           | Tiempo, 60  |
| Horace                  | Adversidad, 10; Comienzo 21; Enojo, 33  |
| Hubbard, Elbert         | Amor y Amistad, 13; Compensación, 22; Errores, 34; Jefes y Subalternos, 41; Liderazgo, 46; Resultados, 58 |
| Hume                    | Compensación, 23  |
| Huxley, Aldous          | Experiencia, 36   |
| Huxley, Thomas          | Autoridad, 15   |
| Iacocca, Lee            | Motivación, 48  |
| IBM employee guidelines | Retos Eticos, 58  |
| Ingersoll               | Enojo, 33   |
| Jackson, Andrew         | Audacia, 14; Decisiones, 26; Planificación, 53; Retos Eticos, 58  |
| James, William          | Optimismo, 51   |
| Jefferson, Thomas       | Agricultura, 11   |
| Johnson, Samuel         | Consejos, 24; Curiosidad, 26  |
| Joplin, Janis           | Autoestima, 15  |
| Joubert                 | Preparación, 54   |
| Juan Pablo II           | Prosperidad, 57   |
| Junius                  | Conducta, 23  |
| Juvenal                 | Agricultura, 12; Conocimiento, 24   |
| Kaiser, Henry J.        | Problemas y Soluciones, 56  |
| Kay, Alan               | Proactividad, 55  |
| Keller, Helen           | Optimismo, 52   |
| Kennedy, John F.        | Educación, 32; Planificación, 53  |
| Kettering, Charles F.   | Experiencia, 35; Problemas y Soluciones, 56   |
| Khrushchev, Nikita      | Motivación, 48  |
| Kibbee, Robert J.       | Educación, 32   |
| Knight, Bobby           | Preparación, 54   |
| Kroc, Ray A.            | Retos Eticos, 59  |
| Lamartine               | Agricultura, 11   |
| Landor                  | Lectura, 45   |
| Lao Tse                 | Disciplina, 29  |
| Lauer, Robert H.        | Persistencia/Perseverancia, 53  |

|                         |   |
|-------------------------|---|
| Lauren, Ralph           | Liderazgo, 45   |
| Le Carré, John          | Liderazgo, 45   |
| Lema de Zamorano        | Esfuerzo, 34; Experiencia, 36; Laboriosidad, 42; Panamericanismo, 52; Trabajo, 60 |
| Lewis                   | Eñojo, 32   |
| Lincoln, Abraham        | Comunicación, 23; Fracaso, 37; Mano de Obra, 47; Preparación, 54                  |
| Locke, John             | Experiencia, 36   |
| Longfellow              | Habilidad, 39   |
| Lowell                  | Acción, 8; Optimismo, 51  |
| Lundling, Franklin J.   | Liderazgo, 46   |
| MacArthur, Douglas      | Oportunidad, 51   |
| Mack, Connie            | Autodisciplina, 14  |
| Magee, William Connor   | Errores, 34   |
| Mahoney, David J. Jr.   | Problemas y Soluciones, 56  |
| Manet                   | Constancia, 24  |
| Mannham, W. Sommerset   | Honestidad, 40  |
| Marshall, Thurgood      | Interdependencia, 41  |
| Maslow, Abraham         | Problemas y Soluciones, 56  |
| Massinger, Philip       | Autodisciplina, 14  |
| May, Rollo              | Retos Éticos, 58  |
| McDonald, Alonzo L.     | Motivación, 49  |
| McGovern, W. G.         | Planificación, 54   |
| McGuire, Al             | Educación, 30   |
| McPherson, R.           | Laboriosidad, 43  |
| Mencius                 | Disciplina, 29  |
| Montague                | Conducta, 23  |
| Moody, Dwight L.        | Carácter, 19  |
| Moore, Richard G.       | Agricultura, 12   |
| Morley, Christopher     | Educación, 32   |
| Muir, John              | Interdependencia, 41  |
| Munson, Gorham          | Autoestima, 15  |
| Nietzche, George Wihelm | Motivación, 49  |
| Nike Corporation Motto  | Motivación, 49  |
| Odiorne, George S.      | Disciplina, 29  |
| Ohmae, Kenichi          | Panamericanismo, 52   |

|                        |   |
|------------------------|---|
| Ovid                   | Agricultura, 12   |
| Ovidio                 | Interdependencia, 41; Servicio, 60  |
| Packard, Vance         | Liderazgo, 45   |
| Paderewski, Ignace     | Autodisciplina, 15  |
| Paine, Thomas          | Comercio, 21  |
| Palacio                | Felicidad, 37   |
| Palacioc, M. de        | Adversidad, 10  |
| Paley, William         | Disciplina, 29  |
| Paterno, Joe           | Compensación, 22  |
| Pauling, Linus         | Salud, 59   |
| Peale, Norman Vincent  | Amor y Amistad, 13; Autoestima, 15  |
| Pearson, Andrew        | Negocios, 50  |
| Penn, William          | Liderazgo, 46   |
| Penney, James Cash     | Retos Éticos, 58  |
| Perot, Ross            | Laboriosidad, 43  |
| Peter, Laurence J.     | Mujeres, 50   |
| Peters, Thomas J.      | Calidad, 16   |
| Peters, Tom            | Cambio, 17; Negocios, 50  |
| Petit-Senn             | Dicha, 28   |
| Phillips, Wendell      | Carácter, 19  |
| Pietrasanta, Al        | Responsabilidad, 57   |
| Pitágoras              | Hablar, 40  |
| Plan Estratégico       | Zamorano, 61  |
| Plato                  | Carácter, 18  |
| Pope John XXIII        | Perfeccionismo, 52  |
| Pope Leo XIII          | Autoridad, 15   |
| Popenoe, Wilson        | Zamorano, 61  |
| Porras J., Santiago    | Éxito, 35   |
| Powell, Colin L.       | Éxito, 35   |
| Primavesi, Ana         | Agricultura, 12   |
| Proverbio Alemán       | Laboriosidad, 44  |
| Proverbio Checoslovaco | Cuidado, 25   |
| Proverbio Chino        | Acción, 10, Campo y Ciudad, 18; Educación, 29, 32; Felicidad, 36; Honestidad, 40; Liderazgo, 46; Maestros, 47 |
| Proverbio Indio        | Agricultura, 11   |



|                      |   |
|----------------------|---|
| Proverbio Inglés     | Errores, 34                                 |
| Proverbio Latino     | Compañeros, 21                              |
| Proverbio Turco      | Gente, 38                                   |
| Proverbios 13:20     | Compañeros, 21                              |
| Proverbios 17:17     | Compañeros, 22                              |
| Proverbios 18:24     | Compañeros, 22                              |
| Proverbios 22:6      | Educación, 31                               |
| Proverbios 22:7      | Deuda, 27                                   |
| Quiney               | Agricultura, 12                             |
| Randall, Clarence B. | Liderazgo, 46                               |
| Ravitch, Diane       | Jefes y Subalternos, 41                     |
| Reagan, Ronald       | Liderazgo, 45; Problemas y Soluciones, 56   |
| Reich, Robert B.     | Educación, 30                               |
| Reichert, Jack       | Burocracia, 16                              |
| Renan                | Adversidad, 11                              |
| Reybaund             | Laboriosidad, 43                            |
| Rickover, Hyman G.   | Experiencia, 36                             |
| Ridley, Jean         | Calidad, 16                                 |
| Rockefeller, John D. | Jefes y Subalternos, 42                     |
| Rogers, Will         | Acción, 10; Educación, 31                   |
| Rojas                | Fracaso, 37                                 |
| Roosevelt, Theodore  | Acción, 9                                   |
| Rosten, Leo          | Jefes y Subalternos, 41                     |
| Ruskin, John         | Belleza, 16; Decisiones, 26; Motivación, 48 |
| Salk, Jonas          | Éxito, 35                                   |
| Sallust              | Acción, 8                                   |
| San Agustín          | Hábitos, 39                                 |
| San Mateo 15:14      | Liderazgo, 46                               |
| Santayana, George    | Acción, 9; Cambio, 17                       |
| Santiago 1:19        | Conducta, 23                                |
| Saroyan, William     | Fracaso, 38                                 |
| Sartain, Aaron Q.    | Disciplina, 29                              |
| Schiller             | Acción, 9; Audacia, 14                      |
| Schuller, Robert     | Carácter, 20                                |
| Schultz, Peter       | Motivación, 49                              |

|                         |   |
|-------------------------|---|
| Schumacher, Ernst F.    | Creatividad, 25   |
| Schwab, Charles         | Laboriosidad, 44; Motivación, 48                                |
| Schweitzer, Albert      | Liderazgo, 46   |
| Scott, Sir Walter       | Comienzo, 21  |
| Scully, John            | Cambio, 17; Decisiones, 27                                      |
| Séneca                  | Bebida, 15  |
| Sevareid, Eric          | Persistencia/Perseverancia, 53                                  |
| Shakespeare, William    | Acción, 8; Compensación, 22                                     |
| Shaw, George Bernard    | Constancia, 24; Experiencia, 35; Ideales, 40; Servicio, 59      |
| Simmel, George          | Educación, 32   |
| Skinner, B.F.           | Educación, 32   |
| Smith, Adam             | Presupuesto, 55   |
| Smith, Sydney           | Obstáculos, 51  |
| Sócrates                | Comienzo, 21; Panamericanismo, 52                               |
| Solón                   | Carácter, 19  |
| Sophocles               | Acción, 9   |
| South                   | Confianza, 23   |
| Stanhope, Philip Dormer | Motivación, 49  |
| Stowe, Harriet Beecher  | Liderazgo, 46   |
| Syro                    | Carácter, 18  |
| Syrus, Publilius        | Ambición 13; Audacia, 14; Consejos, 24; Cuidado, 26; Dinero, 28 |
| Taber, Carol A.         | Jefes y Subalternos, 41   |
| Tacitus                 | Liderazgo, 46   |
| Tagore, Rabindranath    | Decisiones, 27  |
| Takeuchi, Hiroyuki      | Jefes y Subalternos, 42   |
| Tanner, Joe             | Motivación, 49  |
| Thomas, Lewis           | Ciencia y Tecnología, 20  |
| Thoreau, Henry David    | Modas, 48   |
| Townsend, Robert        | Liderazgo, 45   |
| Trenner, Edgar          | Entusiasmo, 33  |
| Trinidad, Reynaldo      | Zamorano, 61  |
| Truman, Harry S.        | Decisiones, 26; Liderazgo, 47                                   |
| Trump, Donald           | Experiencia, 35   |

|                             |   |
|-----------------------------|---|
| Twain, Mark                 | Educación, 32; Experiencia, 36; Felicidad, 37; Servicio, 60   |
| Tyndall, John               | Ciencia y Tecnología, 20  |
| Valle, José Cecilio del     | Panamericanismo, 52   |
| Van Buren, Abigail          | Carácter, 19  |
| Vega, Lope de               | Calumnia, 17  |
| Vergil                      | Habilidad, 39   |
| Vickery, A. Lou             | Éxito, 34   |
| Victor Hugo                 | Carácter, 19  |
| Voltaire, Francois Marie    | Comienzo, 21; Educación, 30   |
| von Goethe, Johann Wolfgang | Acción, 8; Audacia, 14; Carácter, 19; Conocimiento, 24; Felicidad, 36; Felicidad, 37; Ideales, 40; Jefes y Subalternos, 42; Prioridades, 55 |
| von Suttner, Bertha         | Amor y Amistad, 13  |
| Warhol, Andy                | Retos Éticos, 58  |
| Warner, Charles Dudley      | Agricultura, 12   |
| Warren                      | Adversidad, 11  |
| Washington, Booker T.       | Responsabilidad, 57   |
| Washington, George          | Confianza, 23   |
| Webster, Daniel             | Agricultura, 11   |
| Wells, H.G.                 | Educación, 29   |
| Wheeler, Eula               | Desconfianza, 27  |
| White, E. B.                | Agricultura, 11   |
| Whiteborn                   | Laboriosidad, 44  |
| Whitehead, Alfred North     | Acción, 9; Cambio, 17   |
| Wilson, C. Kemmons          | Laboriosidad, 43  |
| Wilson, Ian E.              | Decisiones, 27  |
| Wood, Robert E.             | Jefes y Subalternos, 42   |
| Woodruff, Julia             | Acción, 9   |
| Yalow, Rosalyn S.           | Mujeres, 49   |
| Young, Owen D.              | Honestidad, 40  |
| ZAMORANO                    | Esfuerzo, 34; Experiencia, 36; Laboriosidad, 42; Panamericanismo, 52; Trabajo, 60   |



**ZAMORANO**

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*

Por la calle de  
"después" se llega a  
la plaza de  
"nunca".

*Coloma*

Zamorano  
Apartado Postal 93  
Tegucigalpa, Honduras  
Tel: (504) 76-6140/6150  
Fax: (504) 76-6240

ISBN: 1-885995-39-3