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Great things are not done by impulse, but by a series of small things brought together.

- Gogh, Vincent Van

My mother drew a distinction between achievement and success. She said that achievement is the knowledge that you have studied and worked hard and done the best that is in you. Success is being praised by others. That is nice but not as important or satisfying. Always aim for achievement and forget about success.

- Hayes, Helen

I hope that my achievements in life shall be these -- that I will have fought for what was right and fair, that I will have risked for that which mattered, and that I will have given help to those who were in need that I will have left the earth a better place for what I've done and who I've been.

- Hoppe, C.

Nothing will ever be attempted if all possible objections must first be overcome.

- Johnson, Samuel

The way to get things done is not to mind who gets the credit for doing them.

- Jowett, Benjamin

Failures are finger posts on the road to achievement.

- Kettering, Charles F.

High achievement always takes place in the framework of high expectation.

- Kinder, Jack

I expect to pass through this world but once. Any good therefore that I can do, or any kindness that I can show to any fellow creature, let me do it now. Let me not defer or neglect it, for I shall not pass this way again.

- Penn, William

In advertising, not to be different is virtual suicide.

- Bernbach, William

Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.

- Burnett, Leo

Advertising is the most fun you can have with your clothes on.

- Della Femina, Jerry

The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.

- Drucker, Peter F.

In order to sell a product or a service, a company must establish a relationship with the consumer. It must build trust and rapport. It must understand the customer's needs, and it must provide a product that delivers the promised benefits.

- Levinson, Jay

The American wage earner and the American housewife are a lot better economists than most economists care to admit. They know that a government big enough to give you everything you want is a government big enough to take from you everything you have.

- Ford, Gerald R.

You are the person who has to decide. Whether you'll do it or toss it aside; You are the person who makes up your mind. Whether you'll lead or will linger behind. Whether you'll try for the goal that's afar. Or just be contented to stay where you are.

- Guest, Edgar A.

Worry affects the circulation, the heart, the glands, the whole nervous system. I have never known a man who died from over work, but many who died from doubt.

- Mayo, Charles Horace

The more you lose yourself in something bigger than yourself, the more energy you will have.

- Peale, Norman Vincent

Cushion the painful effects of hard blows by keeping the enthusiasm going strong, even if doing so requires struggle.

- Peale, Norman Vincent

Tolerance becomes a crime when applied to evil.

- Mann, Thomas

Every business is built on friendship.

- Penney, J. C. (James Cash)

Give me a stock clerk with a goal and I'll give you a man who will make history. Give me a man with no goals and I'll give you a stock clerk.

- Penney, J. C. (James Cash)

We will have to repent in this generation not merely for the hateful words and actions of the bad people but for the appalling silence of the good people.

- King Jr. Martin Luther

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