



AVOID SHINY OBJECTS

What you say in advertising is more important than how you say it.

-David Ogilvy

BE WILLING TO BE WRONG

I notice increasing reluctance on the part of marketing executives to use judgment; they are coming to rely too much on research, and they use it as a drunkard uses a lamp post, for support rather than for illumination.

-David Ogilvy



If the highest aim of a captain were to preserve his ship, he would keep it in port forever.
-Thomas Aquinas

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