

BUSINESS QUOTES AS A SOURCE OF PRACTICAL KNOWLEDGE FOR BUSINESS ENGLISH STUDENTS

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Abstract

The aim of the paper is to extract the practical business knowledge out of the quotes of famous businessmen and present the way of their thinking in Business English classes. People in business think and act in a specific way and that demeanour is reflected in their quotes. They adopt different attitudes when it comes to taking up challenges and risks. To elaborate, they are characterized by thinking big, being voracious readers, earning money, being successful and financially free in comparison with other people. They often emphasize other notions important for success, such as: discipline, persistence, decisiveness, focus on goals, self-control, proper motivation, the power of will, hard work, life-long learning, passion, dedication, building a reputation and many more. It is very risky to participate in business life only with attitudes that we got from our parents in the early childhood, especially if they were not in business. These attitudes can be very misleading, because they are mostly not about many of the above mentioned notions. That is why business students have to be in a position to learn from the best, from those who have made it. The difference between the right and wrong business move can literally be the difference between wealth and bankruptcy, triumph and failure. The more business students know how the business world works and what the proper way of behaving in it is, the more likely they are to thrive in their future business careers. The paper has its didactical aspect too, which provides Business English lecturers with the ideas for using Business English quotes to practice vocabulary on various types of exercises.

Key words: Business English, business quotes in classes, LSP

1. Introduction

If you want to access the website of the American magazine Forbes, one of the most successful business magazines in the world, you are immediately confronted with their *Quote of the day*. As an illustration, we are presenting several quotes of the day from the Forbes magazine:

“It’s holding that tension between urgency and patience that is a skill set we have to learn”. – Jacqueline Novogratz, founder of Acumen

“The reward in business goes to the man who does something with an idea”. –
William Benton, former American senator

“When people start telling you that you’re crazy, you just might be on to the most important innovation in your life”. –

Larry Ellison, co-founder and former CEO of Oracle Corporation

“The day nothing turns you on – you’re dead. No matter how many more years you go on breathing”. –

Malcolm S. Forbes, an American entrepreneur, the publisher of Forbes magazine

“An investment in knowledge pays the best interest”. –
Benjamin Franklin, one of the Founding Fathers

The examples above from the Forbes magazine show that even business people, who are the actual readers of the magazine, are confronted with “business wisdom” of their colleagues every day, even before they start reading their regular magazine articles. In this way *the Quote of the day* serves as a sort of read-in activity to think about before further reading. The paper contains quotes by ten American businessmen, beginning with Andrew Carnegie and ending with the 45th President of the United States, Donald Trump. The span of their lifetimes of more than 150 years is proof that the business wisdom is everlasting, since successful business people have always thought in the same way:

I have been studying successful people for 40 years, and I have found out, that they among all the differences, that are extremely big, have one thing in common: the way of thinking! It is the only characteristic, that separates the successful from the unsuccessful¹ (Maxwell, 2012, p. 8).

The best way for business students to learn how to run business successfully is out of the experience of people already proven successful in their business fields. We give two more studies on success: Zitelmann (2017, p. 388 ff.) carried out interviews with 45 superrich and analysed their attitudes and skills, that make them successful. As Marušić and Čosić (2018, p. 39) summarize

the results of his research show, that the entrepreneurs are very motivated for being independent, that they have remarkable selling skills, that they are mostly optimistic, that they are risk-takers compared to ordinary people, that they are

¹ Translated from German into English by the authors.

non-conformists and that they swim 'against the current', that they excellently overcome the crisis and get out of the crisis stronger².

Ray Kroc, an American fast-food tycoon, who led McDonald's to a global franchise and made it the most known and the most successful fast-food corporation in the world, wrote in his autobiography *Grinding it out. The Making of McDonald's* about his favorite business principle:

Be on the ball: Nothing in the world can do more than persistence. Not talent – nothing is more present than unsuccessful people with talent. Not genius – the misunderstood genius has almost proverbial character. Not education – the world is full with educated homeless. Only through decisiveness and persistence we can move heaven and earth³ (Kroc, 2017, p. 277 f.).

The paper offers possible applications of presented quotes in Business English classes and gives opportunities for enrichment of students' vocabulary. Thus the practical part of the paper provides Business English lecturers with valuable ideas of how to practice vocabulary on various exercises. Although it may seem that there are too many quotes in the paper (there are 111 business quotes in total), the actual idea of the authors was to come up with a comprehensive set of ready-to-use quotes that could be applied in the proposed exercises. That poses a great help to Business English lecturers, who do not have to waste their precious time searching for such quotes themselves. It can be used to re-shape the students' current way of conceptualizing the world of business since they oftentimes harbour negative attitudes toward money and success going back to their childhood. Harv Eker (2005, p. 20 f.) calls it verbal programming:

Did you ever hear phrases like *money is the root of all evil, save your money for a rainy day, rich people are greedy, rich people are criminals, filthy rich, you have to work hard to make money, money doesn't grow on trees, you can't be rich and spiritual, money doesn't buy happiness, money talks, the rich get richer and the poor get poorer, that's not for people like us, not everyone can be rich, there's never enough*, and the infamous *we can't afford it?*... Here's the rub. All the statements you heard about money when you were young remain in your subconscious mind as part of the blueprint that is running your financial life.

Another way in which we are conditioned is called modeling:

What were your parents or guardians like in the arena of money when you were growing up? Did one or both of them manage their money well or did they mismanage it? Were they spenders or savers? Were they shrewd investors or were

² Translated from German into English by the authors.

³ Translated from German into English by the authors.

they noninvestors? Were they risk takers or conservative? Did money come easily in your family, or was it always a struggle? Was money a source of joy in your household or the cause of bitter arguments? (Harv Eker, 2005, p. 25 f.)

The presented quotes help students raise awareness about what it takes to succeed in the business world. Business theory that students acquire must be complemented by a set of personal traits that a business person has to have in order to act successfully.

2. Business quotes

The quotes in the corpus consist of the quotes of the following businessmen:

Table 1. Businessmen whose quotes are in the corpus

Andrew Carnegie	Founder of the U.S. Steel Corporation
John Pierpont Morgan	American financier and banker, the founder of the J.P. Morgan & Co.
Henry Ford	American industrialist and the founder of the Ford Motor Company
Walt Disney	Pioneer of the American animation industry
Ray Kroc	American fast-food tycoon, the man behind McDonald's
Phil Knight	Co-founder and current chairman emeritus of Nike, Inc.
Warren Buffett	Most successful investor in the world, the chairman and CEO of Berkshire Hathaway Inc.
Bill Gates	Co-founder of Microsoft Corporation
Howard Schultz	Chairman and the former CEO of the Starbucks Coffee Company
Donald Trump	45 th President of the United States, real estate developer

The business people have been chosen carefully (in a time sequence of more than a century and a half), so that we can show our Business English students that a certain way of thinking and adopting specific traits are prerequisites for success, and that these things do not change with the passage of time. When we take a closer look at the quotes of business people and analyse them in detail, we come to the conclusion that all successful people think in almost the same way. In the authors' opinion, it is a very positive way of thinking which has to be transmitted to business students.

Additionally, there are some motivating quotes related to the term *capitalism*. Although we can note a very broad spectrum of attitudes related to it, from a standpoint of successful people capitalism is viewed as something positive throughout centuries. These quotes represent the dynamism of American capitalism over a century and a half.

The authors of the paper find it fairly useful for the business students not only to analyse the quotes but also to read the biographies of business people. These sources reveal how they think and act, and they also raise the readers' awareness of personality traits that are deemed necessary in the business world. Business English lecturers can enrich their classes by bringing the most interesting extracts from these biographies to their classes. Attractively presented, they can serve as not only a valuable source of "thinking material" but also a means of enriching students' vocabulary.

3. Use of quotes in Business English classes

Business quotes are not solely the proper source of the ways in which business people think and act but also a good medium for vocabulary practice.

In this section we are going to present some practical activities for the use of quotes in classes as presented in Špiranec und Jelovčić (2016, p. 254 ff.). We adapted the activities to Business English classes. All of the following quotes come from BrainyQuote (<https://www.brainyquote.com/>)

3.1. What is this quote about?

This type of activity makes Business English students think about the presented quote and its real meaning. They are encouraged to extract the point that is to be learnt from the quote and to come up with the ideas for its application in their future business life.

"No problem can be solved until it is reduced to some simple form. The changing of a vague difficulty into a specific, concrete form is a very essential element in thinking".
– J. P. Morgan

"Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young". – Henry Ford

"Concentrate your energies, your thoughts and your capital. The wise man puts all his eggs in one basket and watches the basket". – Andrew Carnegie

"Times and conditions change so rapidly that we must keep our aim constantly focused on the future". – Walt Disney

"What separates the winners from the losers is how a person reacts to each new twist of fate". – Donald Trump

3.2. Finish off the quotes.

The students are presented a quote starter. They think about how the particular quote probably ends and give their suggestions. After they have read the full quote, they discuss its message.

“There seems to be some perverse human characteristic that _____
_____”. – Warren Buffett

“The two most important requirements for major success are: _____
_____”. – Ray Kroc

“Risk more than _____”. – Howard Schultz

“Well, I don’t know as I want a lawyer to tell me what I cannot do. I hire him _____
_____”. – J.P. Morgan

“And while the law of competition may be sometimes hard for the individual, it is best for the race, _____”. – Andrew Carnegie

The corresponding full quotes are as follows:

“There seems to be some perverse human characteristic that likes to make easy things difficult”. – Warren Buffett

“The two most important requirements for major success are: first, being in the right place at the right time, and second, doing something about it”. – Ray Kroc

“Risk more than others think safe”. – Howard Schultz

“Well, I don’t know as I want a lawyer to tell me what I cannot do. I hire him to tell how to do what I want to do”. – J.P. Morgan

“And while the law of competition may be sometimes hard for the individual, it is best for the race, because it ensures the survival of the fittest in every department”. – Andrew Carnegie

3.3. Choose the most motivational quote.

The students are given several quotes to read. They have to choose the most motivational one and explain their choice.

“Thinking is the hardest work there is, which is probably the reason why so few engage in it”. – Henry Ford

“Luck is a dividend of sweat. The more you sweat, the luckier you get”. – Ray Kroc

“The trouble in America is not that we are making too many mistakes, but that we are making too few”. – Phil Knight

“If you don’t love what you’re doing with unbridled passion and enthusiasm, you’re not going to succeed when you hit obstacles”. – Howard Schultz

“Who decides what’s in Windows? The customers who buy it”. – Bill Gates

“No dream is too big. No challenge is too great. Nothing we want for our future is beyond our reach”. – Donald Trump

3.4. Describe the differences in strategies and views of life.

The lecturer makes a compilation of quotes by two different businessmen. The students have to decide which quote belongs to which person. To get a more visualised picture of the differences, the quotes can be put into a table (see Table 2).

Henry Ford’s quotes:

“A market is never saturated with a good product, but it is very quickly saturated with a bad one.”

“Obstacles are those frightful things you see when you take your eyes off the goal.”

“Whether you believe you can do a thing or not, you are right.”

“Failure is simple the opportunity to begin again, this time more intelligently.”

“When everything seems to be going against you, remember that the airplane takes off against the wind, not with it.”

Warren Buffett’s quotes:

“The first rule is not to lose money. The second rule is not to forget the first rule.”

“Our favorite holding period is forever.”

“Look at market fluctuations as your friend rather than your enemy; profit from folly rather than participate in it.”

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

“We always live in an uncertain world. What is certain is that the United States will go forward over time.”

Table 2. Comparing quotes by two persons

Henry Ford's quotes	Warren Buffett's quotes
1.	1.
2.	2.

3.5. Deconstruct the quotes.

The students are given several quotes and asked to explain their meaning. They can explain them in a single sentence or in several sentences. To help them in oral expression they are given the following sentence starters:

According to XY, ...

As XY puts it, ...

In other words, ...

XY's point is that...

The essence of XY's argument is that...

XY explains the matter further when he writes...

Let me give you an example that illustrates XY's point...

Here is another quote that supports this point of view...

In my opinion, XY's view is...

I don't believe that XY's quote could...

The students are going to need a little help with some quotes. At that point the lecturer intervenes and gives necessary explanations. As an example, we give a Warren Buffett's quote that is not immediately understandable and the explanation of which requires broader knowledge and understanding of business processes: "We simply attempt to be fearful when others are greedy and to be greedy only when others are fearful".

The economy operates in business cycles consisting of expansion and contraction period. They successively follow each other. When the stock market is booming even an ordinary man, who does not know anything about the economy and the stock market gets greedy and sees an opportunity to make money on the stock exchange. That is why he is willing to buy stocks even with borrowed money ie. on loan. Buffett's point is that this is the time to stop buying on the stock market and wait for its contraction to buy stocks cheaper. In other words, when others get fearful due to big losses at the time of stock market correction, it is the perfect time to start buying or to get greedy, as Mr. Buffett puts it.

In addition to the practical activities proposed by Špiranec and Jelovčić (2016) we propose the following classroom activities:

3.6. What is wrong in these quotes?

In this activity the students are confronted with quotes, in which one important lexeme is exchanged for another one. The wrong lexeme is underlined, which helps the students to immediately spot the wrong word. They have to use their knowledge related to both the economy and the world to come up with the right lexeme.

“I always like to look on the pessimistic side of life, but I am realistic enough to know that life is a complex matter”. – Walt Disney

→ “I always like to look on the optimistic side of life, but I am realistic enough to know that life is a complex matter”.

“If you have to ask how much it costs, you can’t get it”. – J.P.Morgan

→ “If you have to ask how much it costs, you can’t afford it”.

“Sustainability is a shallow goal if it doesn’t have a real purpose, and the purpose has to be share the profits with others”. – Howard Schultz

→ “Profitability is a shallow goal if it doesn’t have a real purpose, and the purpose has to be share the profits with others”.

“We wanted Adidas to be the world’s best sports and fitness company. Once you say that, you have a focus. You don’t end up making wing tips or sponsoring the next Rolling Stones world tour”. – Phil Knight

→ “We wanted Nike to be the world’s best sports and fitness company. Once you say that, you have a focus. You don’t end up making wing tips or sponsoring the next Rolling Stones world tour”.

“I never took a night off in my twenties. Not one. And I’m still fanatical, but now I’m a little less fanatical”. – Bill Gates

→ I never took a day off in my twenties. Not one. And I’m still fanatical, but now I’m a little less fanatical”.

3.7. Fill in the quotes with the missing words.

death source competition hell battle

1. "Sometimes by losing a _____ you find a new way to win the war". – Donald Trump
2. "Your most unhappy customers are your greatest _____ of learning". – Bill Gates
3. "Any business today that embraces the status quo as an operating principle is going to be on a _____ march". – Howard Schultz
4. "I have been up against tough _____ all my life. I wouldn't know how to get along without it". – Walt Disney
5. "If you're not a risk taker, you should get the _____ out of business". – Ray Kroc

3.8. Match the halves of the quotes.

"We knew we could fail;..."	...others think possible". – Howard Schultz
"We take the hamburger business..."	Building arks does". – Warren Buffett
"Expect more than..."	... we just didn't think we would". – Phil Knight
"Predicting rain doesn't count."	...I must push inordinately". – Andrew Carnegie
"Whatever I engage in,..."	...more seriously than anyone else". – Ray Kroc

3.9. Translate into English.

Business English students develop their translation abilities in this activity. They read a quote in Croatian and try to translate it accurately into English. The goal is to reconstruct the original quote.

„Konzracija je moj moto – prvo poštenje, onda marljivost, onda koncentracija“.

→ "Concentration is my motto – first honesty, then industry, then concentration". – Andrew Carnegie

„Disneyland je uradak ljubavi. Nismo ušli u Disneyland samo s idejom zarađivanja novca“.

→ "Disneyland is a work of love. We didn't go into Disneyland just with the idea of making money". – Walt Disney

„Izvršne prilike se mogu i bile su stvarane tijekom teških ekonomskih vremena“.

→ “Great opportunities can be and have been created during tough economic times”.

– Howard Schultz

„Microsoft se ne bavi pohlepom. Bavi se inovacijom i poštenjem“.

→ “Microsoft is not about greed. It’s about innovation and fairness”. – Bill Gates

„Ionako moraš misliti pa zašto ne bi imao planove biti jako uspješan i moćan“.

→ “You have to think anyway, so why not think big”? – Donald Trump

3.10. Put the words in the correct order to make quotes.

Short quotes are especially suitable for this activity. The confined number of lexical elements help students not to lose sight of the whole construction and to reconstruct the initial quote successfully.

I’m reader voracious a. – Howard Schultz

→ “I’m a voracious reader”.

results-oriented I am. – Bill Gates

→ “I am results-oriented”.

manage can’t Politicians. talk is they can All do. – Donald Trump

→ “Politicians can’t manage. All they can do is talk”.

as You’re only good the you hire people as. – Ray Kroc

→ “You’re only as good as the people you hire”.

highest for the Aim. – Andrew Carnegie

→ “Aim for the highest”.

3.11. Which quotes on capitalism do you disagree with? Explain your standpoint.

The lecturer prepares a dozen of quotes on capitalism. The students choose those they do not agree with and express their opinion on the topic in detail.

1. “The inherent vice of capitalism is the unequal sharing of blessings; the inherent virtue of socialism is the equal sharing of miseries”. – Winston Churchill
2. “Capitalism works”. – Michael Bloomberg

3. "Capitalism has proven to be the only system that works, but the problem with capitalism is that extreme wealth ends up in the hands of a few people". – Richard Branson
4. "Capitalism has brought with it progress, not merely in production but also in knowledge". – Albert Einstein
5. "From a systematic standpoint, I think that capitalism is the best system. I can spend a lot of time explaining why I like communism, but it is actually not a good solution. Nor is socialism. So, capitalism is the right model". – Ben Horowitz
6. "I love capitalism. It rewards me for being brave – it awards me for being innovative and thinking out of the box". – Henry Rollins
7. "Doing well is the result of doing good. That's what capitalism is all about". – Ralph Waldo Emerson
8. "Capitalism does a number of things very well: it helps create an entrepreneurial spirit; it gets people motivated to come up with new ideas, and that's a good thing". – Bernie Sanders
9. "Capitalism is the system that has enabled greatness and made America the envy of the world". – Trish Regan
10. "The greatness of America is capitalism, free market capitalism. The exceptionalism of American business". – Fran Tarkenton
11. "What Trump represents is a restoration – a restoration of true American capitalism". – Steve Bannon
12. "A basic principle of modern state capitalism is that costs and risks are socialized to the extent possible, while profit is privatized". – Noam Chomsky

In addition to the activities and quotes presented above we give a list of supplementary quotes by the same authors for use in Business English classes (Appendix 1). All the quotes are also taken from the BrainyQuote – <https://www.brainyquote.com/>:

4. Conclusion

The authors of the paper aimed to prepare interesting teaching material for their Business English classes and to present business students how business world really works. The ideal solution to the challenge was to do research in quotes of successful business people, to present them and practice vocabulary in various exercises. The students are exposed to the real language and the suitable way of thinking in business world in this way. The vitality of American capitalism is mirrored in this quote:

Yet whenever America has flirted with national decline in the past – in the 1930s, for example, or the 1970s – it has always grappled with its problems and come back stronger. The underlying vigor of the national economy, and indeed of the national character, has always trumped failures of policy making. In 1940, America's future looked dismal: the country had just been through a decade of economic stagnation and financial turmoil. Yet a decade later the economy was once again firing on all cylinders and America was by far the world's most successful economy (Greenspan & Wooldridge, 2019, p. 28).

This vitality has always based on people running the system and having specific way of thinking and behaviour. The more our students know about them, the more prepared they are going to be for their future business careers. The use of business quotes in Business English classes pose a great opportunity for a lecturer to open the world of real business thinking for his / her students in an interesting and alternative way. This kind of inside knowledge they are probably not going to gain anywhere else.

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POSLOVNI CITATI KAO IZVOR PRAKTIČNOGA ZNANJA STUDENATA KOJI SLUŠAJU POSLOVNI ENGLISKI JEZIK

Cilj ovoga rada je izdvojiti praktično poslovno znanje na temelju citata poznatih poslovnih ljudi i pokazati način njihova razmišljanja na nastavi poslovnoga engleskog jezika. Poslovni ljudi razmišljaju i djeluju na specifičan način, a to se ponašanje odražava i u njihovim izrekama. Oni usvajaju drukčije stavove kad se radi o prihvaćanju izazova i rizika. Za njih je primjerice karakteristično da u razmišljanju nisu ograničeni, da su strastveni čitatelji, da zarađuju novac, a u usporedbi s drugim ljudima su uspješni i financijski neovisni. Oni često naglašavaju i druge osobine važne za uspjeh kao što su: disciplina, upornost, odlučnost, usmjerenost cilju, samokontrola, ispravna motivacija, snaga volje, uporan rad, cjeloživotno učenje, strast, posvećenost, izgradnja reputacije i mnoge druge. Vrlo je rizično sudjelovati u poslovnome životu samo sa stavovima koje smo dobili od naših roditelja u ranome djetinjstvu, posebice ako oni nisu bili poslovni ljudi. Ti stavovi često mogu biti zavaravajući zato što većinom ne uključuju gore navedene pojmove. Zato studenti na ekonomskim fakultetima i poslovnim školama moraju biti u poziciji učiti od najboljih, od onih koji su nešto ostvarili. Razlika između dobrog i lošega poslovnog poteza može doslovce biti razlika između bogatstva i bankrota, trijumfa i neuspjeha. Što više studenti znaju o tome kako poslovni svijet funkcionira i koji je ispravan način ponašanja u njemu, vjerojatnije je da će uspjeti u vlastitim karijerama. Rad ima i didaktički aspekt, koji nastavnicima poslovnoga engleskog jezika daje ideje za uporabu poslovnih citata pri vježbi vokabulara na različitim tipovima zadataka.

Ključne riječi: jezik struke, poslovni citati u nastavi, poslovni engleski jezik

Appendix 1

ANDREW CARNEGIE

“You cannot push anyone up a ladder unless he be willing to climb a little himself”.

“No person will make a great business who wants to do it all himself or get all the credit”.

“Do not look for approval except for the consciousness of doing your best”.

“Surplus wealth is a sacred trust which its possessor is bound to administer in his lifetime for the good of the community”.

“Mr. Morgan buys his partners; I grow my own”.

J. P. MORGAN

“A man always has two reasons for doing anything; a good reason and the real reason”.

“Go as far as you can see; when you get there, you’ll be able to see farther”.

“A man generally has two reasons for doing a thing. One that sounds good, and a real one”.

HENRY FORD

“What’s right about America is that although we have a mess of problems, we have great capacity – intellect and resources – to do some thing about them”.

“Nothing is particularly hard if you divide it into small jobs”.

“The only real security that a man can have in this world is a reserve of knowledge, experience and ability”.

WALT DISNEY

“All our dreams can come true, if we have the courage to pursue them”.

“If you can dream it, you can do it”.

“Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world”.

“There is more treasure in books than in all the pirate’s loot on the Treasure Island”.

“The way to get started is to quit talking and begin doing”.

RAY KROC

“Its easy to have principles when you’re rich. The important thing is to have principles when you’re poor”.

“If you work just for money, you’ll never make it, but if you love what you’re doing and you always put the customer first, success will be yours”.

“The quality of a leader is reflected in the standards they set for themselves”.

PHIL KNIGHT

“Any entrepreneur has to prepare for a lot of dark days, and they’ve got to really like what they are doing, and they have to have a reason for it to succeed”.

“If there’s one thing, I’ve been pretty good at evaluating people”.

“Every businessman, or every person who has a passion for his work, is torn for the time spent at work and the time spent with your family”.

WARREN BUFFETT

“I think the most important factor in getting out of the recession actually is just the regenerative capacity of – of American capitalism”.

“It’s never paid to bet against America. We come through things, but its not always a smooth ride”.

“The investor of today does not profit from yesterday’s growth”.

HOWARD SCHULTZ

“My father had a series of blue-collar jobs and never made more than \$20,000 a year. When I was seven, he got injured on a job. That was a very important point – because of the injury, he couldn’t walk, and the company he was working for did not pay him. There was no compensation. So there was no money and no food”.

“Growing up I always felt like I was living on the other side of the tracks. I knew the people on the other side had more resources, more money, happier families”.

“I think my whole life, because of where I came from, I had a fear of failure”.

“I tried to build a company my father would have been proud to work for, that he would have looked back on and said, ‘That’s the company that honoured me, even though I don’t have an education’. I wanted to build a company that had a conscience”.

“What I would say to young entrepreneurs is there are so many moments in your life where you have these dreams, and people are trying to protect you, and they say, perhaps, friends, family, parents sometimes, they don’t agree with it, they think, ‘This is just too high of a hurdle.’ And I don’t agree with that”.

“I could’ve just walked away but I never could have forgiven myself to allow Starbucks to drift into mediocrity or not be relevant. I just couldn’t be a bystander”.

BILL GATES

“People always fear change. People feared electricity when it was invented, didn’t they? People feared coal, they feared gas-powered engines... There will always be ignorance, and ignorance leads to fear. But with time, people will come to accept their silicon masters”.

“Success is a lousy teacher. It seduces smart people into thinking they can’t lose”.

“I spend a lot of time reading”.

DONALD TRUMP

“I don’t like losers”.

“I’ve always won, and I’m going to continue to win. And that’s the way it is”.

“In the end, you’re measured not by how much you undertake but by what you finally accomplish”.

“Money was never a big motivation for me, except as a way to keep score. The real excitement is playing the game”.

“Anyone who thinks my story is anywhere near over is sadly mistaken”.

“When America is united, America is totally unstoppable”.

“Sometimes you need conflict in order to come up with a solution. Through weakness, oftentimes, you can’t make the right sort of settlement, so I’m aggressive, but I also get things done, and in the end, everybody likes me”.

“I have made the tough decisions, always with an eye toward the bottom line. Perhaps it’s time America was run like a business”.