

News From The Cutting Edge – Quotes & Connections
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We shape our tools and then our tools shape us.
Marshall McLuhan

The refrigerator seems like it has been around forever, but my mother still calls it an icebox.

Steven S Little, *The Irrefutable Rules of Small Business Growth*

Technological changes create opportunities, and you need to be aware of them, but they are the tool, not the driver.

Steven S Little, *The Irrefutable Rules of Small Business Growth*

(academic and consultant studies show)

The positive attitude toward technology is one of the key factors determining the likelihood of growth.

Steven S Little, *The Irrefutable Rules of Small Business Growth*

The entire process by which the business does business is a marketing tool.

Michael E Gerber, *The E-myth Revisited*

You don't need the reflexes of a Grand Prix driver, the muscles of Hercules, the mind of an Einstein. You simply need to know what to do.

Anthony Greenback, *The Book of Survival*

I think that maybe inside any business there is someone slowly going crazy.

Joseph Heller, *Something Happened*

The only way to affect tomorrow's news is to make tomorrow's news ourselves.

Ikutaro Takehashi, *I Believe In Music*

The telephone has too many shortcomings to be seriously considered as a means of communication.

Western Union internal memo, 1876

I think there is a world market for maybe 5 computers.

Thomas Watson, Chairman of IBM, 1943

We don't like their sound, and guitar music is on the way out.

Decca Recording Co., after rejecting the Beatles, 1962.

When it comes to technology we need to *get over it* and get down to the business of connecting what we do to our students' worlds.

Pete Jutras, Editor in Chief, *Keyboard Companion*

Changes in technology don't just follow the cutting edge, they follow trends in education which track our new generation. Ignoring these changes is like driving blind.

Serena Mackey, excerpt from *Keyboard Companion*