

REASONS
TO KEEP
AN
OPEN
MIND

“Computers in the future may weigh no more than 1.5 tons.” *From “Popular Mechanics,” on the relentless march of science, 1949.*

“I think there is a world market for maybe 5 computers.” *Thomas Watson, Chairman of IBM, 1943.*

“There is no reason anyone would want a computer in their home.” *Ken Olson, President, Chairman, and Founder of Digital Equipment Corp., 1977.*

“This ‘telephone’ has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.” *Western Union internal memo, 1876.*

“The wireless music box has no imaginable commercial value. Who would pay for a message sent to nobody in particular?” *David Sarnoff’s associates’ response to his urgings to invest in the radio, circa 1920.*

“The concept is interesting and well-formed, but in order to earn better than a ‘C,’ the idea must be feasible.” *Yale University management professor in response to Fred Smith’s paper proposing reliable overnight delivery service. Smith went on to found Federal Express Corp.*

“Who the hell wants to hear actors talk?” *H. M. Warner, Warner Brothers, 1927.*

“I’m just glad it’ll be Clark Gable who’s falling on his face and not Gary Cooper.” *Gary Cooper, as he turned down the lead role in “Gone With the Wind.”*

“A cookie store is a bad idea. Besides, the market research reports say Americans likes crispy cookies, not soft and chewy cookies like you make.” *Response to Debbi Fields’ idea of starting Mrs. Fields’ Cookies.*

“We don’t like their sound and guitar music is on the way out.” *Decca Recording Company, rejecting the Beatles, 1962.*

“Heavier-than-air flying machines are impossible.” *Lord Kelvin, President, Royal Society, 1895.*

“Everything than *can* be invented *has* been invented.” *Charles H. Duell, Commissioner, U.S. Office of Patents, 1899.*

“640K ought to be enough for anybody.” *Bill Gates, 1981.*