

## Success

1. "However, it is not enough to know a lot; we also must put that knowledge to work."  
M. Minsky (2006), *The Emotion Machine, Commonsense Thinking, Artificial Intelligence and the Future of Human Mind*, p. 214.
2. "[Whereas takers view success as attaining results that are superior to other's and matchers see success in terms of balancing individual accomplishments with fairness to others,] givers are [inclined to follow Petter's lead,] characterizing success as individual achievement that have a positive impact on others."  
A. Grant (2013), *Give and Take: A Revolutionary Approach to Success*, p. 256.
3. "None of the creative people we interviewed remembers being popular in adolescence."  
M. Csikszentmihalyi (2013), *Creativity: The Psychology of Discovery and Invention*, p. 177.
4. "[The] success-to-the-successful loop can be kept under control by [putting into place] feedback loops that keep any competitor from taking over entirely."  
D. Meadows (2008), *Thinking in Systems: A Primer*, p. 129.
6. "Beware of success. It can knock you into a fixed mindset: "I won because I have talent. Therefore I will keep winning."  
C. Dweck (2006), *Mindset: The New Psychology of Success*, p. 211.
7. "When an organization succeeds, its managers usually attribute success to themselves or [at least] to their organization, rather than to luck."  
K. Weick & K. Sutcliffe (2007), *Managing the Unexpected: Resilient Performance in an Age of Uncertainty*, p. 52.
8. "The fortunate few species able to evolve superorganismic colonies have as a whole also been enormously successful."  
E. Wilson (2014), *The Meaning of Human Existence*, p. 99.
9. "The most successful people, the evidence shows, often aren't directly pursuing conventional notions of success."  
D. Pink (2011), *Drive: The Surprising Truth About What Motivates Us*, p. 77.
10. "These were my offerings [as to favorite equations]:  
success = talent + luck  
great success = a little more talent + a lot of luck"  
D. Kahneman (2014), *Thinking, Fast and Slow*, p. 177.
11. "Hence the unexpected cannot guarantee success. But it guarantees the best chance of success."  
B. H. Liddell Hart (1954, 1991), *Strategy*, p. 337.
12. "[While the merchants were encouraged to forecast robust growth,] they [also] wanted to set targets that they could [actually] meet or [, better yet,] handsomely exceed, since this would maximize their

changes for a fat bonus."

G. Hamel (2007), *The Future of Management*, p. 230.

13. "[Once again,] the greatest innovation would come not from the people who created the breakthroughs but from people who applied them usefully."

W. Isaacson (2014), *The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution*, p. 364.

14. "[As in my own life, materialism in our culture has been growing over time, and] this aspiration towards financial success for many of us has come at the cost of our social connections."

M. Lieberman (2013), *Social: Why Our Brains Are Wired to Connect*, p. 250.

15. "The only advice I give to successful applicants who have a choice of careers is not to follow the money."

J. O'Mahoney (2010), *Management Consultancy*, p. 361.