

Faith Popcorn Quotes

*Popcorn, Consumers, Home, Future, America, Land, Ifs, Culture, Dream, Bears,
United States, Financial, Individuality, Enough, Waiting, Competing, Sick,
Supper, Men, Balls*

The trouble in corporate America is that too many people with too much power live in a box (their home), then travel the same road every day to another box (their office).

~Faith Popcorn

Too many marketers assume that future will hold back and wait until they're ready for it. It won't.

~Faith Popcorn

Send me out into another life. But get me back for supper.

~Faith Popcorn

The future bears a resemblance to the past, only more so.

~Faith Popcorn

Cocooning is about insulation and avoidance, peace and protection, coziness and control - a sort of hyper-nesting.

~Faith Popcorn

America is a consumer culture, and when we change what we buy - and how we buy it - we'll change who we are.

~Faith Popcorn

If the vision is there, the means will follow.

~Faith Popcorn

You can trust a crystal ball about as far as you can throw it.

~Faith Popcorn

Stop competing on price; compete on value. Deliver total consumer solutions, rather than just your piece of the solution.

~Faith Popcorn

The cliches of a culture sometimes tell the deepest truths.

~Faith Popcorn

We can never give up the belief that the good guys always win. And that we are the good guys.

~Faith Popcorn

To offset a depersonalized society, consumers crave recognition of their individuality.

~Faith Popcorn

Just before consumers stop doing something, they do it with a vengeance.

~Faith Popcorn

We are hungry for things that have touched human hands.

~Faith Popcorn

Women are opening businesses at twice the rate of men ... Forty percent of businesses will be owned by women. Women are saying, I don't belong in this company. I'm sick of fighting this battle.

~Faith Popcorn

It used to be enough just to make a fairly decent product and market it. Not anymore. In the '90s, you've got to have a Corporate Soul.

~Faith Popcorn

This is a dream as old as America itself: give me a piece of land to call my own, a little town where everyone knows my name.

~Faith Popcorn

Cocooning: The need to protect oneself from the harsh, unpredictable realities of the outside world.

~Faith Popcorn

Make your company stock a consumer product. When consumers buy stock in your company, they'll never buy a competitive product. You've linked their financial future to yours.

~Faith Popcorn

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