

# John Sculley

## Quotes

*Jobs, People, Apples, Believe, Thinking, Marketing, School, Business,  
Technology, Mistake, Design, Ideas, Way, Pedestrians, Individual, Ignorance,  
Different, Iphone, Curiosity, Ipods*

We expect teachers to handle teenage pregnancy, substance abuse, and the failings of the family. Then we expect them to educate our children.

~John Sculley

People who take risks are the people you'll lose against.

~John Sculley

If you spend too much time worrying about how other people perceive you, you'll never break the rules.

~John Sculley

People are going to be most creative and productive when they're doing something they're really interested in.

~John Sculley

You can't be No. 1 unless you think like No. 1. You have to appear like No. 1.

~John Sculley

Innovation has never come through bureaucracy and hierarchy. It's always come from individuals.

~John Sculley

In many cases, jobs that used to be done by people are going to be able to be done through automation. I don't have an answer to that. That's one of the more perplexing problems of society.

~John Sculley

No great marketing decisions have ever been made on qualitative data

~John Sculley

Nothing will divide this nation more than ignorance, and nothing can bring us together better than an educated population.

~John Sculley

As a brand marketer, I'm a big believer in 'branding the customer experience,' not just selling the service.

~John Sculley

Marketing strategy is a series of integrated actions leading to a sustainable competitive advantage.

~John Sculley

I believe that crisis really tends to help develop the character of an organisation.

~John Sculley

Steve [Jobs'] brilliance is his ability to see something and then understand it and then figure out how to put it into the context of his design methodology - everything is design.

~John Sculley

If we hadn't put a man on the moon, there wouldn't be a Silicon Valley today

~John Sculley

Innovation, I believe, is the only way that America will regain the initiative in a global dynamic economy.

~John Sculley

Marketing is really theater. It's like staging a performance.

~John Sculley

I have found that I always learn more from my mistakes than from my successes. If you aren't making some mistakes, you aren't taking enough chances.

~John Sculley

Healthcare has been the last major industry that hasn't been touched by technology in terms of productivity and consumer adoption in the way so many other industries have.

~John Sculley

Implementers aren't considered bozos anymore

~John Sculley

Microsoft's philosophy is to get it out there and fix it later. Steve [Jobs] would never do that. He doesn't get anything out there until it is perfected.

~John Sculley

The news of my pregnancy spread like a forest fire in summer

~John Sculley

If you repeat something long enough people believe it's what happened.

~John Sculley

Great marketing cannot sell a pedestrian product very well.

~John Sculley

Those lessons that I got along the way are the ones that have shaped my life for the last 20 years.

~John Sculley

There are just moments when all the stars are aligned for breakthrough products.

~John Sculley

The iPod is a perfect example of Steve's [Jobs] methodology of starting with the user and looking at the entire end-to-end system.

~John Sculley

Apple is so focused on its vision that it does things in a very careful, deliberate way.

~John Sculley

The new leaders face new tests such as how to lead in this idea-intensive, interdependent network environment

~John Sculley

The Mac defined personal technology, and the iPhone defines intimate technology as a convergence of communications, content and location.

~John Sculley

Health care missed the PC and Internet revolutions, but it can't afford to miss the cloud and mobile revolution.

~John Sculley

Apple no longer builds any products. When I was there, people used to call Apple "a vertically integrated advertising agency," which was not a compliment.

~John Sculley

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