

# Nolan Bushnell

## Quotes

*Games, People, Thinking, Technology, Ideas, Trying, Years, Creativity, Believe,  
School, Hard Work, College, Home, Business, Two, Innovation, Unique,  
Culture, Doers, Want*

I'm the only one who was predicting the Nintendo Wii would beat Sony's PlayStation 3.

~Nolan Bushnell

A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer.

~Nolan Bushnell

Hire for passion and intensity; there is training for everything else.

~Nolan Bushnell

The ultimate inspiration is the deadline.

~Nolan Bushnell

The true entrepreneur is a doer

~Nolan Bushnell

Everyone who's ever taken a shower has an idea. It's the person who gets out of the shower, dries off and does something about it who makes a difference.

~Nolan Bushnell

I've always thought legal addictions are a great way to create a business. Starbucks is a wonderful example.

~Nolan Bushnell

If you're willing to work harder than anybody else, you can create your own luck

~Nolan Bushnell

I just want the future to happen faster. I can't imagine the future without robots.

~Nolan Bushnell

Creativity is every company's first driver. It's where everything starts, where energy and forward motion originate. Without that first charge of creativity, nothing else can take place.

~Nolan Bushnell

Any business that does not innovate will fail over time.

~Nolan Bushnell

People like secrets. Creative people really like secrets.

~Nolan Bushnell

The best ideas lose their owners and take on lives of their own.

~Nolan Bushnell

Some of the best projects to ever come out of Atari or Chuck E. Cheese's were from high school dropouts, college dropouts. One guy had been in jail.

~Nolan Bushnell

I don't feel 70. I am still looking out from 14-year-old eyes.

~Nolan Bushnell

'Grand Theft Auto', in its deification of antisocial behavior, is where I heap the most of my scorn.

~Nolan Bushnell

I must confess I've always had a couple of pinball machines in my home and really have enjoyed some of the old classics, like Fireball.

~Nolan Bushnell

If you don't hire at least one or two people that are smarter than you are, then you're a terrible manager and I don't need you.

~Nolan Bushnell

I think in terms of businesses, in terms of things that are really big and marry technology with entertainment. That's where I like to spend my time.

~Nolan Bushnell

Video games in some ways are too powerful, they have too much resonance with kids. And it's very easy to overdose on video games and to let the outside world go by.

~Nolan Bushnell

The idea is to become a best-selling author first and then the rest of my books will be slam dunks.

~Nolan Bushnell

People hate to and will not read instructions.

~Nolan Bushnell

I guess I'd like to be known for being an innovator, fostering creativity, thinking outside the box. You know, keeping people playful.

~Nolan Bushnell

You wanna build your IQ higher in the next two years? Be uncomfortable. That means, learn something where you have a beginner's mind.

~Nolan Bushnell

My sweet spot is figuring out how to make a product that people love and how to refine it to make them love it more. All the rest is business noise.

~Nolan Bushnell

I've been in navigation systems, robotics, restaurants, communications systems, touch screens, and now I'm back in games. I like to say I have five-year A.D.D.

~Nolan Bushnell

I believe that in games, when you're talking about pitting my wits and my brain against your wits and your brain, that simplicity of the game becomes a dominant factor.

~Nolan Bushnell

I want to fix education in the world. As soon as I work on that, I am going to work on world hunger and then world peace.

~Nolan Bushnell

I was actually the manager of the games department of an amusement park when I was at college, so I understood the coin-op side of the games business very well.

~Nolan Bushnell

I'm glad to see the casual game play coming back now on the Internet, games that aren't violent, that aren't complex that you can sit down and you can have some fun.

~Nolan Bushnell

I believe there are Steve Jobses all around us. Really, what is happening is that they're being edited out of importance.

~Nolan Bushnell

I try to get a vision of the future, and then I try to figure out where the discontinuities are.

~Nolan Bushnell

If you really want you people to innovate, buy a science fiction book, tear off the covers, and tell them it's history.

~Nolan Bushnell

I appreciate the fact that technology and games are a big part of life.

~Nolan Bushnell

I always try to do something nobody else has done.

~Nolan Bushnell

I had an awful lot of my soul invested in Atari culture.

~Nolan Bushnell

I basically look at PR as something you do if there's an object in mind.  
But my ego doesn't need it.

~Nolan Bushnell

Being your own boss is much superior to working for the man. Including working for your father.

~Nolan Bushnell

Can liberty be destroyed by the truth?

~Nolan Bushnell

Creativity in life is about saying yes to new ideas.

~Nolan Bushnell

Radical innovation is difficult to fund. It seems scary. And the really radical things seem even more scary.

~Nolan Bushnell

Everybody believes in innovation until they see it. Then they think, 'Oh, no; that'll never work. It's too different.'

~Nolan Bushnell

The truth is just an excuse for lack of imagination.

~Nolan Bushnell

Being successful is kind of dull.

~Nolan Bushnell

All schools will end up using game metrics in the future.

~Nolan Bushnell

I think 'Something Ventured' is a nice piece because it celebrates venture capital in a unique and powerful way.

~Nolan Bushnell

I'd love to design a school.

~Nolan Bushnell

The true entrepreneur is a doer, not a dreamer.

~Nolan Bushnell

I've always been a tech-head.

~Nolan Bushnell

We're moving away from a credentialed society to a merit society.

~Nolan Bushnell

In 1989, SimCity introduced an entirely new brand of game play.

~Nolan Bushnell

My perception is that I'm a guy who really does a lot of homework surrounding any project that I do.

~Nolan Bushnell

When you're building something, you know all of the trade-offs.

~Nolan Bushnell

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