# Ronnie Apteker Quotes

Laughing, People, Entrepreneur, Pain, Book, Thinking, Laughter, Needs, Beautiful, Important, Stress, Art, Trying, Obsession, Challenges, Passion, Values, Order, Mean, Employment

Today, where you come from seems less and less important, as globalization is the new order. I prefer the old world.
~Ronnie Apteker

As all entrepreneurs will say, "surround yourself with good people". That is the hardest thing : finding good people.
~Ronnie Apteker

An entrepreneur needs to have values. Values that are wholesome.
~Ronnie Apteker

There are differences in the businesses themselves, but the fundamentals are the same: give customers a good experience, charge them a reasonable price, listen to them, and treat them with respect.
~Ronnie Apteker

Creating art (music, books, films, etc.) can be beautiful and liberating, but trying to sell art, well, that is the movie business. There are few winners, and lots and lots of losers.
~Ronnie Apteker

Entrepreneurs need to listen. They don't need to be good listeners (although it can only help) but they need to know when to listen.
~Ronnie Apteker

I love making things, like software, and films, and laughter. And working with Gus Silber, to make the Funny Business book, has been a fantastic journey.
~Ronnie Apteker

I am a bit of a workaholic, and I am still not sure what a "weekend" is all about. I love what I do, and I do what I love.
~Ronnie Apteker

Never invest in ideas, only in people!

~Ronnie Apteker


Hire slowly and fire fast.

~Ronnie Apteker


Don't take yourself too seriously - learn to laugh.

~Ronnie Apteker


You can't put passion and obsession into someone's employment contract - either you are or you aren't.

~Ronnie Apteker


Entrepreneurs need to be positive. Always. Entrepreneurs need to be brave, often. And lastly, entrepreneurs need to be obsessed.

~Ronnie Apteker


The movie industry is brutal. It is dangerous. It is, for most, soul destroying.

~Ronnie Apteker


When things go right (and they go right a lot - you just got to keep trying) there is nothing to really laugh about.

~Ronnie Apteker


Business is full of pain and hardship and with that, laughter and release.

~Ronnie Apteker


I think most entrepreneurs would refer to themselves as "accidental". No one looks for stress and pain. You stumble on to it. Also, no one looks for pots of gold, it just happens.

~Ronnie Apteker

Obsession makes my life bad and my work good.

~Ronnie Apteker

Don't take yourself too seriously - learn to laugh. Hire slowly and fire fast. And the most important thing is: you never invest in ideas, only in people!

~Ronnie Apteker

I battle to fall asleep at night. My mind races every other night. I have always been like this, for as long as I can reminder.

~Ronnie Apteker

When someone stands you up for a meeting, sure, you have the right to be disappointed, and perhaps even angry. But you can't take it personally - they probably do it to everyone.

~Ronnie Apteker

I could actually do a lot more if I didn't have things go wrong. So, what I am trying to do now is stay light on the parasites. If you are not drained by anyone you can do way more.

~Ronnie Apteker

Business, like life, is funny. We all go through difficult times, and we all have to face curve balls and challenges, each and every week. And we need to laugh when things are funny.

~Ronnie Apteker

What is it about business that makes us laugh - when things go wrong, which they do all the time (why, I still wish I knew) then we need to laugh.

~Ronnie Apteker

I think most entrepreneurs would refer to themselves as "accidental". No one looks for stress and pain. You stumble on to it.

~Ronnie Apteker

I am tough minded, but not hard hearted.

~Ronnie Apteker

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