

Theodore Levitt

Quotes

People, Ideas, Creativity, Creative, Want, Science, Organization, Business, Innovation, Imagination, Responsibility, Holes, Technology, Done, Customers, Powerful, Purpose, Change, Thinking, Growth

People don't want quarter-inch drills. They want quarter-inch holes.

~Theodore Levitt

Creativity is thinking up new things. Innovation is doing new things.

~Theodore Levitt

People don't want to buy a quarter-inch drill. They want to buy a quarter-inch hole!

~Theodore Levitt

Experience comes from what we have done. Wisdom comes from what we have done badly.

~Theodore Levitt

The purpose of a business is to get and keep a customer. Without customers, no amount of engineering wizardry, clever financing, or operations expertise can keep a company going.

~Theodore Levitt

Ideas are useless unless used. The proof of their value is in their implementation. Until then, they are in limbo.

~Theodore Levitt

Kodak sells film, but they don't advertise film; they advertise memories.

~Theodore Levitt

The true purpose of a business is to create and keep a customer, not to make you money.

~Theodore Levitt

Ideation is not a synonym for innovation, conformity is not its simple antonym, and innovation is not the automatic consequence of "creative thinking."

~Theodore Levitt

Organizations exist to enable ordinary people to do extraordinary things.

~Theodore Levitt

Just as energy is the basis of life itself, and ideas the source of innovation, so is innovation the vital spark of all human change, improvement and progress.

~Theodore Levitt

Organizations, by their very nature are designed to promote order and routine. They are inhospitable environments for innovation.

~Theodore Levitt

An industry begins with the customer and his or her needs, not with a patent, a raw material, or a selling skill

~Theodore Levitt

What is often lacking is not creativity in the idea-creating sense but innovation in the action-producing sense, i.e. putting ideas to work.

~Theodore Levitt

Sustained success is largely a matter of focusing regularly on the right things and making a lot of uncelebrated little improvements every day.

~Theodore Levitt

A product is not a product unless it sells. Otherwise it is merely a museum piece.

~Theodore Levitt

Customers buy 1/4 holes, not 1/4 bits.

~Theodore Levitt

You want to dig your well where you have the best chance of finding water with the least amount of digging

~Theodore Levitt

Anything in excess is a poison.

~Theodore Levitt

Though progress starts with the imagination, only work can make things happen. And work itself works best when fueled, again by the imagination.

~Theodore Levitt

One should not focus on the differences between people but look for commonality and similarity.

~Theodore Levitt

Nothing drives progress like the imagination. The idea precedes the deed. The only exceptions are accidents and natural selection.

~Theodore Levitt

Ideas can be willed, and the imagination is their engine.

~Theodore Levitt

Ideas are useless unless used.

~Theodore Levitt

Creative people tend to pass the responsibility for getting down to brass tacks to others.

~Theodore Levitt

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