

seem to define the word *success* as synonymous with *security*. Can we risk turning our company over to people like that?

"The thing I can't understand is why should young people these days be so ultraconservative, so narrow in their view of the future? Every day there are more signs of expanding opportunity. This country is making record progress in scientific and industrial development. Our population is gaining rapidly. If there ever was a time to be bullish about America, it's now."

The tendency for so many people to think small means there is much less competition than you think for a very rewarding career.

Where success is concerned, people are not measured in inches or pounds or college degrees, or family background; they are measured by the size of their thinking. How big we think determines the size of our accomplishments. Now let's see how we can enlarge our thinking.

Ever ask yourself, "What is my greatest weakness?" Probably the greatest human weakness is self-deprecation—that is, selling oneself short. Self-deprecation shows through in countless ways. John sees a job advertisement in the paper; it's exactly what he would like. But he does nothing about it because he thinks, "I'm not good enough for that job, so why bother?" Or Jim wants a date with Joan, but he doesn't call her because he thinks he wouldn't rate with her.

Tom feels Mr. Richards would be a very good prospect for his product, but Tom doesn't call. He feels Mr. Richards is too big to see him. Pete is filling out a job application form. One question asks, "What beginning salary do you expect?" Pete puts down a modest figure because he feels he really isn't worth the bigger sum that he would like to earn.

Philosophers for thousands of years have issued good