Shell Scripting – quotations:

shell is interpreting the quotes, both ' and ", before they even get to echo. I generally just put double quotes around my argument to echo even if they're unnecessary; for example:

```
$ echo "Hello world"
Hello world
```

if you want to include literal quote marks in your output, they either need to be escaped:

```
$ echo \'Hello world\'
'Hello world'
```

Or they need to be used within a quoted argument already (but it can't be the same kind of quote, or you'll need to escape it anyway):

```
$ echo "'Hello world'"
'Hello world'
$ echo '"Hello world"'
"Hello world"
```