

**"The real question is not
whether machines think
but whether people do."**

- B.F. Skinner

Great products for people who think!

We hope you'll take a moment to enjoy today's word to the wise, from the famous behavioral scientist who raised his daughter in a laboratory box.

But we don't believe Skinner's doubts are valid, at least not when people put their minds to something that concerns them greatly. Certainly our customers are quite thoughtful when it comes to deciding which [product/service] to select. And they tell us they appreciate our thoughtful approach to design as well.

WORDS TO THE W

from [Company Name]

[Contact Information]