

**If It Works, It's Obsolete**

# IF IT WORKS, IT'S OBSOLETE

[google translate]

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**Only puny secrets** need protection. Big discoveries are protected by public incredulity.

**Whereas convictions** depend on speed-ups, justice requires delay.

**The nature of people** demands that most of them be engaged in the most **frivolous** possible activities—like making money.

**With telephone and TV** it is not so much the message as the sender that is “sent.”

**Money** is the poor man's credit card.

**We look at the present** through a rear-view mirror. We march backwards into the future.

**Spaceship earth** is still operated by railway conductors, just as **NASA** is managed by men with Newtonian goals.

**Invention** is the mother of necessities.

You mean my whole fallacy's **wrong**?

**Mud** sometimes gives the illusion of depth.

**The car** has become the carapace, the protective and aggressive shell, of urban and suburban man.

**Why is it so easy** to acquire the solutions of past problems and so **difficult** to solve current ones?

**The trouble** with a cheap, specialized education is that you never stop paying for it.

**People don't** actually read newspapers. They step into them every morning like a hot bath.

**The road** is our major architectural form.

**Today** each of us lives several hundred years in a decade.

**Today the business** of business is becoming the constant invention of new business.

**The price** of eternal vigilance is indifference.

**News**, far more than art, is artifact.

**When you are** on the phone or on the air, you have no body.

**Tomorrow** is our permanent address.

**All advertising** advertises advertising.

**The answers are** always inside the problem, not outside.

**“Camp” is popular** because it gives people a sense of reality to see a replay of their lives.

**This information** is top security. When you have read it, destroy yourself.

**The specialist** is one who never makes small mistakes while moving toward the grand fallacy.

**One of the nicest things** about being big is the luxury of thinking little.

**Politics offers** yesterday's answers to today's questions.

**The missing link** created far more interest than all the chains and explanations of being.

**In big industry** new ideas are invited to rear their heads so they can be clobbered at once. The idea department of a big firm is a sort of lab for isolating dangerous viruses.

**When a thing** is current, it creates currency.

**Food for the mind** is like food for the body: the inputs are never the same as the outputs.

**Men on frontiers**, whether of time or space, abandon their previous identities.

Neighborhood gives identity. Frontiers snatch it away.

**The future of the book** is the blur.

**The ignorance** of how to use new knowledge stockpiles exponentially.

**A road is a flattened-out wheel**, rolled up in the belly of an airplane.

**At the speed of light**, policies and political parties yield place to charismatic images.

**“I may be wrong**, but I'm never in doubt.”

