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AN 8 FOLD PATH THAT IS 2,600 YEARS OLD ? SUCCESS SECRETS OF PYTHAGORAS

from **George Mentz, JD, MBA, CWM®, MPM®, QFP**

Pythagoras' Right Thinking – Sec. 21. There are among men many sorts of reasonings, good and bad; Sec. 22. Admire them not too easily, nor reject them. Sec. 23. But if falsehoods be advanced, hear them with mildness, and arm thyself with patience. Sec. 24. Observe well, on every occasion, what I am going to tell thee:– Sec. 25. Let no man either by his words, or by his deeds, ever seduce thee. Sec. 26. Nor entice thee to say or to do what is not profitable for thyself.. 68. Make a just distinction of them, and examine all things well.. [Read More](#)

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8. Business Travel



Editor's Notes :

by Michele Guttenberger, MPM®
**RESULTS IS IN KNOWING
WHAT FAILS**

The home music entertainment industry got its start from a handheld revolutionary toy targeted for girls - the talking doll. Thomas Edison in 1877 patented his first phonograph recorder. He envisioned his invention as time saving business equipment for letter dictation. However, a novel idea emerged of using this same technology in a miniature version to be housed inside a doll. Unknowingly, the talking doll would become the first home phonograph player when it was released to the public in 1890. Each doll housed an internal phonograph 7" tall containing a six second prerecorded nursery rhyme.

The complete package for this doll dressed in an 1890's high fashion outfit was \$25. This was the equivalent of two weeks' salary for the average person.

After several plays, the doll's recording was scratchy and even sounded spooky. The doll's body even looked like a sci-fi transformer figure because of its metal torso and wooden segmented limbs. It was no wonder that Edison would later refer to it as a "little monster". Edison success in the doll making business would be short lived. The customer returns on these dolls were massive.

A smart businessman and project director, Edison always saw opportunities in failed projects which helped him rebound from his losses. The talking doll project revealed important consumer marketing data - the average household is willing to spend superfluous money on recorded home entertainment (still holds true today). And that valuable information brought the launch of a new art medium and manufacturing industry of recording artists, record sales and home phonograph players added to the domain of Thomas Edison's name brand industries.

Edison had a positive perspective to project failures by saying: "**Results! Why man, I have gotten a lot of results. I know several thousand things that won't work.**"

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Master Alumnus Spotlight on



Dr. Dennis J. Kozakoff
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Dr. Kozakoff is the author of "Analysis of Radome Enclosed Antennas," Artech House, coauthor of the "Antenna Engineering Handbook," (McGraw Hill), and a chapter author in the Electrical and Electronics Engineering Encyclopedia (John Wiley & Sons), and numerous other technical publications. He is the principal of [Kozakoff LLC](#)

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