

## The power of ideas

The future cannot be known. The only thing certain about it is that it will be different from, rather than a continuation, of today. But the future is as yet unborn, unformed, and undetermined. It can be shaped by purposeful action. And the one thing that can effectively motivate such action is an idea – an idea of a different economy, a different technology, or a different market exploited by a different business.”

Peter Drucker