

Ten Phrases that Can — and Will — Kill Ideas

By EUGENE BERMAN

- 1 "We tried that before."
- 2 "Don't be ridiculous."
- 3 "It costs too much."
- 3 "It can't be done."
- 4 "That's beyond our responsibility."
- 5 "It's too radical a change."
- 6 "We don't have the time."
- 7 "We're too small for it."
- 8 "That's not our problem."

- 9 "We've never done it before."
- 10 "Let's get back to reality."

AND TEN MORE ...

- 1 "Why change it; it's still working."
- 2 "You're two years ahead of your time."
- 3 "We're not ready for that."
- 4 "It isn't in the budget."
- 5 "You can't teach old dogs new tricks."

- 6 "Let's form a committee."
- 7 "Top management would never go for it."
- 8 "We did all right without it."
- 9 "Has anyone else ever tried it?"
- 10 "It won't work in our industry."



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