**Knowledge**

**With this trick you’ll be able to guess a person’s age and month of birth. First, ask him to multiply his birth month by two, add five to that and multiply the result by 50. Then, add to the total his present age and subtract 365 from the result. Now ask for the number obtained. To this total, you add 115, and the result will give you: from the left the person’s month of birth; on the right the person’s age. *(Joaquin de Deus Letras Mouquinho, in Reader’s Digest)***

**America is changing from an industrial society to an “information society,” says Business Tomorrow magazine, which notes that in 1950, 65 percent of American workers had jobs in industry – compared to only 30 percent today. By contrast, more than 50 percent of all workers are now in information-related jobs such as computers, teaching, public relations, accounting, TV, magazines, market research, publishing and advertising. That’s up from just 17 percent in 1950. *(National Enquirer, June 3, 1980)***

**Medicos say they’ve learned more about babies in the last 20 years than in the previous 2,000. *(L. M. Boyd)***

**Knowledge is the small part of ignorance that we arrange and classify. *(Ambrose Bierce)***

**You know that in biology man has learned more between the second world war and now than he had learned since the beginning of time. *(Andre Malraux, in Reader’s Digest)***

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**To know that we know what we know, and to know that we do not know what we do not know, that is true knowledge. *(Copernicus)***

**Shall I teach you what knowledge is? When you know a thing, to hold that you know it; and when you don’t know a thing, to allow that you don’t know it. This is knowledge. *(Confucius)***

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**The desire of knowledge, like the thirst of riches, increases ever with the acquisition of it. *(Laurence Sterne)***

**Dinosaurs in 140,000,000 years on earth, ranged from chipmunk size to huge beasts weighing thousands of pounds – yet 40 percent of all known species have been discovered only since the end of the `1960s. *(Ripley’s Believe It or Not!: Weird Inventions and Discoveries, p. 92)***

**To be conscious that you are ignorant is a great step to knowledge. *(Benjamin Disraeli)***

**It is estimated that man’s total body of knowledge doubled between 1775 and 1900/. It doubled again between 1900 and 1950, again between 1950 and 1958, and it is now thought to be doubling every five years. *(Bernie Smith, in The Joy of Trivia, p. 73)***

**How did a tall, pointy hat become known as a “dunce cap”? John Duns Scotus was a 13th century philosopher and scholar. Even though many of his teachings had some basis in science, a few of his ideas were, well, “out there.” He believed, for example, that a tall, conical hat helped to “funnel” knowledge to the wearer’s brain. By the 1500s, this theory had been completely discounted, and anyone who continued to wear such a hat was labeled a “dunce” (after “Duns”) and subjected to public shame. *(Kelly Cadieux, in Tidbits)***

**I am enough of an artist to draw freely upon my imagination. Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world. *(Albert Einstein)***

**Where is the knowledge we have lost in information? *(T. S. Eliot)***

**A new encyclopedia is designed to shrink as man learns more. Most encyclopedias require additions as new discoveries are made. But chapters will have to be deleted from The Encyclopedia of Ignorance, a compendium of what man does not know in the sciences, as discoveries are made – about how gravity works, for example, or how plants produce flowers, or why people become addicted to drugs and alcohol. The book, recently published by Pergamon Press of New York, contains contributions from 60 eminent scientists writing on what they do not understand in their fields. *(Reuters, as it appeared in Reader’s Digest, November, 1978)***

**The greatest enemy of knowledge is not ignorance, it is the illusion of knowledge. *(Daniel J. Boorstin, historian)***

**A video shop in our town offers a free film rental for students who post straight A’s. As soon as my daughter Kara attained a perfect report card, she rushed to the shop to pick out her free video. Her choice: Dumb and Dumber. *(Wendy Thompson, in Reader’s Digest)***

**Based on the rate at which knowledge is growing, it can be speculated that by the time today’s child reaches fifty years of age, 97 percent of everything known in the world at that time will have been learned since his birth. *(Isaac Asimov’s Book of Facts, P. 81)***

**Knowledge and timber shouldn’t be much used till they are seasoned. *(Oliver Wendell Holmes)***

**All human knowledge is precious whether or not it serves the slightest human use. *(A. E. Housman, poet)***

**Every great advance in natural knowledge has involved the absolute rejection of authority. *(Thomas Henry Huxley)***

**By being alert to what is around you, your mind and imagination can’t help but begin to stir in new, mysterious ways. “The larger the island of knowledge,” said the late clergyman-scholar, Ralph Sockman, “the longer the shoreline of mystery surrounding it.” And, somewhere behind that shoreline, pushing it out toward the horizon, is our power of creativity. *(Dudley Lynch, in Reader’s Digest)***

**Integrity without knowledge is weak and useless, and knowledge without integrity is dangerous and dreadful. *(Samuel Johnson)***

**Located across the street from the U.S. Congress, this largest library in the world contains some 535 miles of shelves holding over 85 million items, just 20 million of which are books. *(Randy Fitzgerald, in Reader’s Digest)***

**Bar patrons and students prove to be heavy users of the Los Angeles Public Library’s “Night Owl Ready Reference Service.” The answering service operates from 9 p.m. to 1 a.m. seven days a week, averages about 90 calls a night, and handles “any question under the sun.” The library makes it easy: local callers need merely dial HOOT OWL. *(The Wall Street Journal)***

**One of the pleasures of reading old letters is the knowledge that they need no answer. *(Lord Byron)***

**If we do not plant knowledge when young, it will give us no shade when we are old. *(Lord Chesterfield)***

**The reason universities are so full of knowledge is that the students come with so much and they leave with so little. *(Marshall McLuhan)***

**Lars: “If you took all of your knowledge and put it into print, do you think it would be the size of a small pamphlet?” Al: “Actually, I think it would be the size of the Manhattan telephone directory. Unfortunately, most of my knowledge is unlisted.” *(J. C. Duffy, in The Fusco Brothers comic strip)***

**There is much pleasure to be gained from useless knowledge. *(Bertrand Russell)***

**Everybody gets so much information all day long that they lose their common sense. *(Gertrude Stein, American author)***

**What a man knows at 50 that he did not know at 20 is, for the most part, incommunicable. The knowledge he has acquired with age is not the knowledge of formulas, or forms of words, but of people, places, actions – a knowledge gained not by words but by touch, sight, sound, victories, failures, sleeplessness, devotion, love – the human experiences and emotions of this earth and of oneself and other men; and perhaps, too, a little faith, a little reverence for things one cannot see. *(Adlai Stevenson)***

**Knowledge comes, but wisdom lingers. *(Alfred Lord Tennyson)***

**There was never an age in which useless knowledge was more important than our own. *(Cyril Joad)***

**The word know derives from the Latin nocere, also meaning to know: The words gnosis, cognition and note come from the same source. There are many definitions of knowledge, but in our work, a definition that has proven useful is “the capacity for effective action.” This is an unusual definition for those familiar with such “intellectual” notions of knowledge as “accumulated information.” By our definition, a statement such as “We know all about our competitors’ new products and we’re not worried,” does not represent knowledge. “Knowing about” concerns information. Whether or not it leads to effective action depends upon people’s capacity to interpret the information, generate meaningful options for action and implement an action that leads to desired results. As the biologist Humberto Maturana says, “All knowing is doing. All doing is knowing.” Westerners, in particular, tend to consistently confuse information and knowledge because knowledge is not linked to action, even by “knowledge management” experts. *(Peter Senge, Art Kleiner, Charlotte Roberts, Richard Ross, George Ross and Bryan Smith, in The Dance of Change: The Challenges to Sustaining Momentum in Learning Organizations)***

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