

## ENDNOTES

1. *Simplicity: The New Competitive Advantage in a World of More, Better, Faster*, by William D. Jensen (January 6, 2000).

2. *The Attention Economy: Understanding the New Currency of Business*, by Thomas H. Davenport and John C. Beck (September 2002).

3. It was Thomas Bertram “Bert” Lance (June 3, 1931–August 15, 2013), an American businessman who served as Director of the Office of Management and Budget under President Jimmy Carter in 1977, who coined the every-popular phrase “if it ain’t broke, don’t fix it,” when he was quoted saying it in the May 1977 issue of the magazine *Nation’s Business* ([https://en.wikipedia.org/wiki/Bert\\_Lance](https://en.wikipedia.org/wiki/Bert_Lance)).