

# The Paris Savannah Company

Success.

This word is so frequent that if you google it (yes, to google is a verb... google ... googled ... have googled ... googling ... ) here's what you'll find:

success: 247 000 000

But what about the opposite, the antonym, failure? What's your bet? more? less?

Here's what I got: 117 000 000 ... less than half!

I'm not sure that there are any conclusions to be drawn from this other than ... the concept is a pretty popular one!

What's success then? Is it winning a battle in the larger context of war? And failure ... would it be losing?

Neither success nor failure are fixed and stable and forever. Such very relative states they are! There are a number of other very valuable words which describe these ... ways of reaching an objective. One of the real, concrete ones might be ...

breakthrough (20 100 00): a word which gives us a feeling of accomplishment, of achievement of one of the steps on the way ... to success; breakthrough ... overcoming an obstacle ... or what seemed to be one until we've gotten past it. By the way, the opposite might just be ... breakdown!

Milestone (25 600 000), a concrete step in progress...like the discovery of antibiotics or an event that measures progress, a specific and identifiable marker on the way to a destination. Perseverance is the road to the next milestone.

Success is like knowledge ... We are always looking for where it's hidden ... What's the secret to success? This is a question Albert Einstein answered. He said something ... long before we had access to Google ... but it still remains true today:

“Know where to find the information and how to use it – That's the secret of success”

And let's not concentrate on the antonyms ..., at least not today!

Good luck in all your positive endeavors!

Thanks for reading today's [Paris Savannah Connection](#).

Mark

PS. [This feels like a real breakthrough ...](#)