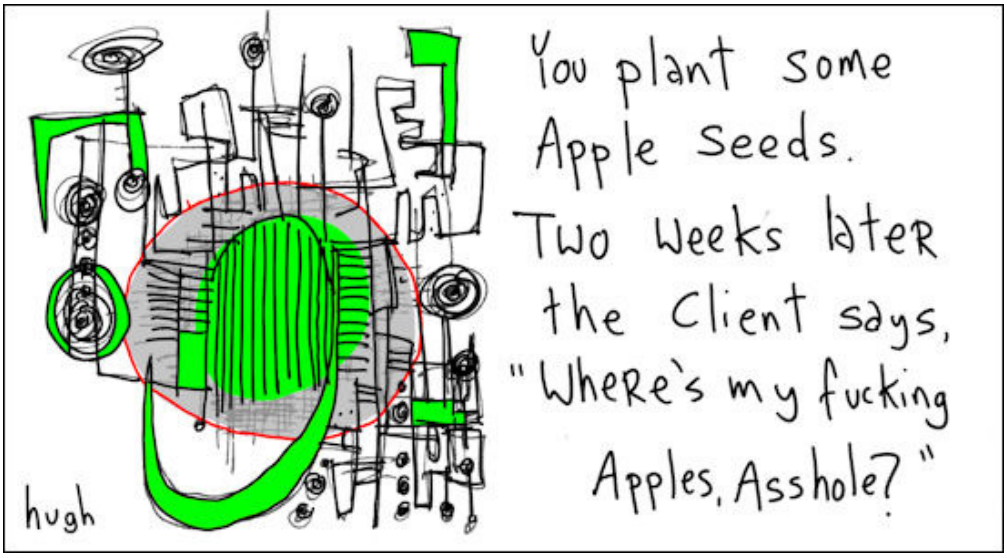
Apple Seeds (courtesy Hugh/Gapingvoid)

written by Manoj Khanna | April 28, 2010

This is an interesting piece by Hugh MacLeod, and touches the core – the basic fundamentals of how long you have to wait to wait for something in anticipation for the much awaited outcome that is not going to realize very soon. And then in the end its a may be. And yes rightly said Hugh. But how many of us realize that patience is a virtue, and in a tweeting world today I wouldn't count many.



In Hugh's words:

> *This cartoon is about the nature of PR. Unlike most marketing, the game isn't about writing a check, pulling a lever and waiting for the sales to come in. It's a wee bit more subtle and long-term than that.*

> *And educating the client about the long-term view is probably the hardest part of the job…*