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Dear Management:  An idea... without a well thought out implementation plan is well... stupid.  
  
Think of it this way... there's a construction company.  
  
The owner has a brilliant idea of constructing a 6 story building, using nothing but acrylic fish tanks.  
  
The owner throws it out to the crew and says "build it!".  
  
So the orders go out, and the building goes up...  
  
Unfortunately... no one ran the specs through a CAD simulation.  
  
The building is plagued with cost overruns, never reaches its "hoped" for potential and ends up falling over in the first heavy rain.  
  
Fortunately... there was a sushi bar nearby that "cleaned up"!  (if you get that, please be my friend)  
  
Moral:  
  
Ideas... are not blueprints....  they are just something that sparks the demand to create them.