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But although the processes which have been followed in industrial society, cannot produce this quality, there are new processes, in which the quality is the main thing.

These new processes are more sophisticated than the processes which we now call industrial.

They are also more efficient, they have greater power, and they have greater depth.

They depend on more sophisticated uses of technology, not less.

They allow a much more intimate relationship between the maker and the made.

Above all, it is their capacity to generate the quality which governs them.

It is the power they have to release the human heart, which makes them valuable.