



THE BUSINESS ROMANTIC SOCIETY PRESENTS

## The Rules of Enchantment

**1.**  
Find the  
Big in the Small

**2.**  
Be a  
Stranger

**3.**  
Give More  
Than You Take

**4.**  
Lose  
Control

**5.**  
Suffer  
(A Little)

**6.**  
Be an  
Amateur

**7.**  
Fake  
It!

**8.**  
Keep the  
Mystique

**9.**  
Break  
Up

**10.**  
Sail  
the Ocean

**11.**  
(Re-)Connect to  
a Profound Truth

**12.**  
Stand Alone, Stand  
By, Stand Still