

"She was cold and businesslike. I told her my troubles, she quoted me a price, and the deal was sealed. Strictly business."

Why does "businesslike" mean cold? Why does "businesslike" mean heartless, devoid of compassion, only caring about making money?

I'm an entrepreneur. I do business. But I'm not cold. I'm not heartless. I care about my clients and customers. I want to do good in the world *and* make money.

And there's a small army of businesspeople at my back who feel the same way.

Let's put the love back into business.

You *can* do business without losing your heart.

You *can* do business without selling out.

You *can* do business without treating people like numbers.

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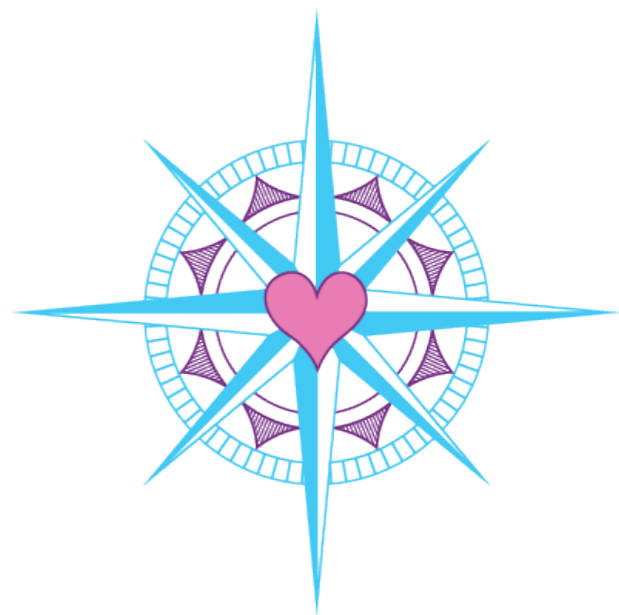
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"She was warm and businesslike. I told her my troubles, she listened with a sympathetic ear, and we worked out an agreement that felt good to both of us. Strictly business."



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