



The Amare Way Manifesto is excerpted from *The Amare Wave: Uplift Your Business by Putting Love to Work*, by Moshe Engelberg.  
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## THE AMARE WAY MANIFESTO

We are dedicated to the principles and practices of the Amare Way. We believe that love belongs in our organization and makes us happier and more successful. We always strive to do good and promise to do no evil.

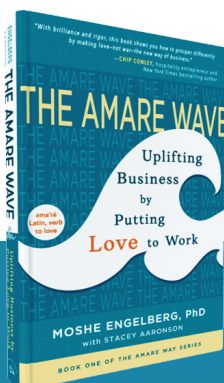
Our work is driven by a higher and shared purpose. We are committed to succeed financially while achieving our purpose, without being predatory or greedy.

We are not afraid and do not let fear drive our business. We reject warlike thinking, language, and behaviors in our organization. Instead, we choose to be kind and compassionate in our beliefs, words, and actions.

We value and respect all our stakeholders, first and foremost our employees. We are not at war with our competitors; we treat them with respect, and we want them to succeed as well.

We love our customers and want them to love us. We do not act like we own customers. We do not think of customers as prey or targets or kill. We are honored to serve them and grateful for their loyalty.

We recognize love as the uplifting energy that connects us all and binds us together. We are proud to be in this powerful movement that is bringing love and humanity back into business, where it belongs.



Purchase the book *The Amare Wave: Uplift Your Business by Putting Love to Work* at [https://mosheengelberg.com/the\\_book/](https://mosheengelberg.com/the_book/)