



# The Art of Friendship: 70 Simple Rules for Making Meaningful Connections

*Roger Horchow, Sally Horchow*

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The frantic pace and casual attitudes of modern life have made real friendship a rare experience. *The Art of Friendship* shows how making true connections can greatly enhance one's life. Seventy brief essays present simple but effective "rules of connecting" with action points to help you put each rule into practice in daily life. Woven throughout are personal anecdotes from the Horchows, sharing their experiences of friendship. Recognizing that friendships take many forms, the authors offer practical, proven advice that demystifies the process of making friends.

The rules include:

*How to create rapport-- even in a crowd*

*How to transform an acquaintance into a friend*

*When to e-mail, pick up the phone, send a note, or meet in person*

*How to maintain long-term friendships --and even when it's time to quit*

The book opens with a foreword by Malcolm Gladwell (author of *The Tipping Point*) that explores the Horchows' special talent for making and keeping friends. Whether your goal is to start a new relationship or reinvest in a longstanding friendship, this inspiring book will reveal how you can build more meaningful connections in your life.

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