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Rami S.

MY PERSONAL NOTES ON CORPORATE ASTROLOGY

Houses in Company Horoscopes

The 1st House Profile, image and impression; how people perceive the company; strategy; business card

The 2nd House Corporate values; profit; money earned from products or services; cash flow; liquid assets; buying power; financial resources, possessions, expenses; earning and spending habits

The 3rd House Internal communications; exchange of information; distributors and distribution system; communication facilities including phone systems; connection with the community or neighborhood; signing of contracts

The 4th House Real estate; location where the business takes place; what the company is like behind closed doors; how the company nurtures its employees; over-all customers

The 5th House Creative expressions; risks and speculation; social activities; entertainment; conventions

The 6th House Workers and the work environment; labor unions; day-to-day activities, operations; production; factories; on-the-job trainees

The 7th House Dealings with specific clients, vendors and consultants; alliances; negotiating contracts and trade agreements

“Open enemies” or enemies that are known such as competitors

The 8th House Loan collateral; debts; mortgages; taxes; interest income; financial condition of shareholders; mergers

The 9th House Philosophy, purpose or the broader objective of doing business; advertising and publicity; expansion; lawsuits and legal affairs

The 10th House The CEO and the President; public image, reputation and standing; credit ratings; corporate strategy

The 11th House Shareholders; corporate vision and goals; information technology systems standing in the industry; industry associations; social responsibility and philanthropic activities; goodwill; networking

The 12th House Dividends paid to Shareholders; book values of shares; how the company limits itself with self-defeating or dysfunctional behavioral patterns



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Zodiac Signs in Company Horoscopes

Aries Metals, construction, and sports; challenging, aggressive, outgoing

Taurus Banking, finance, mining, and luxury items; conservative, concrete, tactile, build alliances gradually

Gemini Communications, distribution, and learning; communicative, sociable

Cancer Land, real estate, mothers, food, hospitality, heritage, customer care, and fast moving items; caring, sensitive, emotional connections

Leo Performing arts, creativity, life, children, romance, and speculation; dominant, proud

Virgo Healthcare, naturopathy, accounting, and editing; careful, minute, perfectionist

Libra Beauty, diplomacy, and consultancy; negotiating, harmonious

Scorpio Pest control, research, psychology detective work, loans, insurances, and death-matters; deep, mysterious, goth

Sagittarius Travel, culture, law, philosophy, and higher education; philosophical, dogmatic

Capricorn Organization, structure, and leadership; controlling

Aquarius Technology, humanitarian, and industry associations; Visionary, eccentric, cutting-edge, revolutionary, rebellious

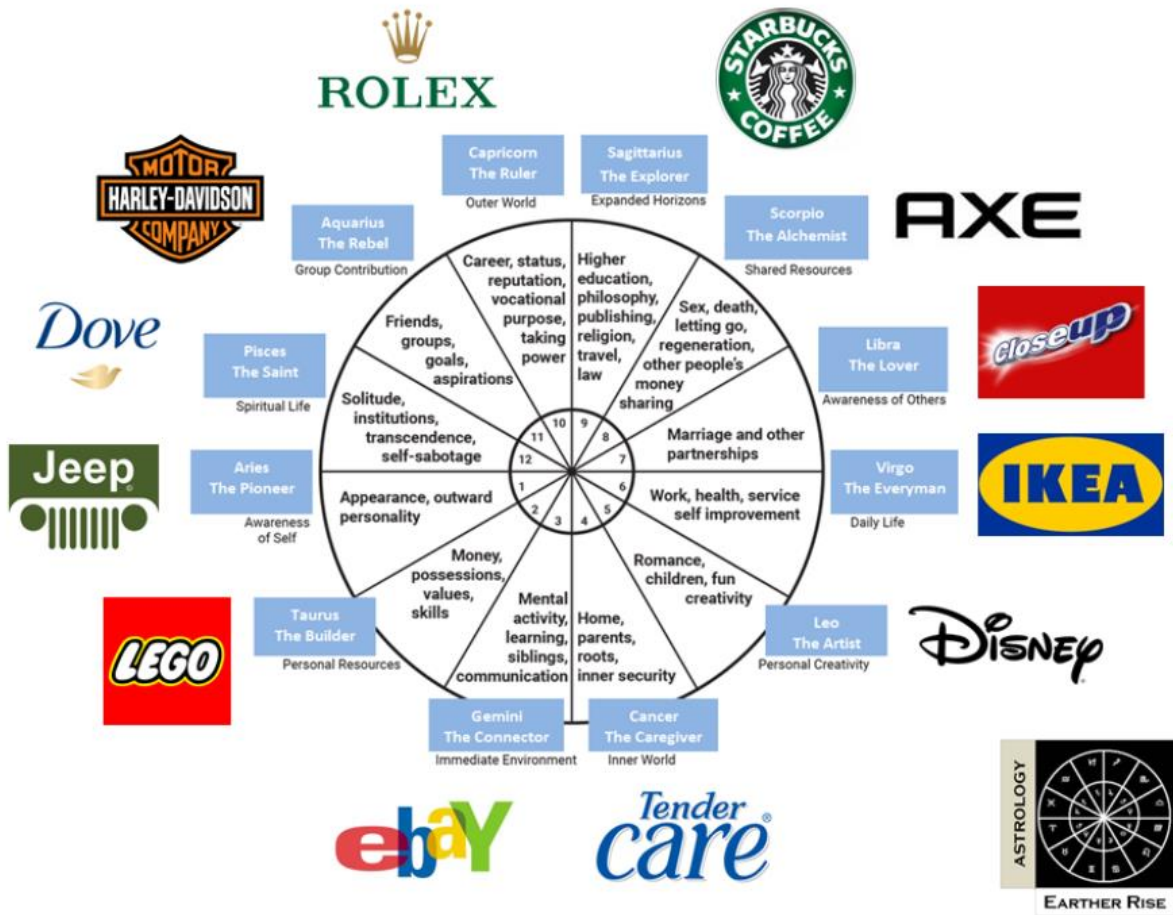
Pisces Meditation, retreat, inner work, spirituality, and inspired art; inspired, submissive, peaceful

Note: The founder and the company often share a common sign



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Planets & Points in Company Horoscopes

The Chairman of the Board or CEO

The SUN Founder, Chairman of the Board or CEO
Brand; character of the company; creations

Public Relations & Human Resources Department

The MOON Investors; ideal customers; goods and services Reflects how the public feels about the business, and its products or services
Corporate culture; how a company cares for its employees

Department of Communications & Accounting

Mercury Communications; shares information with all departments; delivers data; dispenses the message of the company to the general public; accounting and book-keeping

Department of Finance and Negotiations

VENUS Corporate values
Day to day cash collection; spending
Dealings with clients, vendors, associates and consultants

Department of Strategy

MARS Sales force's ability to get products to market; competitiveness; aggressiveness; strategy; action plans

Marketing and Legal Department

JUPITER Purpose; expansion; Inspiration to come up with marketing plans;
Legal action

Mancom

SATURN leadership; managers; authority; rules and regulations; tempers Jupiter's efforts; backbone of the business



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Outer Planets

Uranus Intranet; computers and technology; innovation; the need to challenge existing systems; upheaval; worker strikes and rebellion

Neptune Inspiration

Pluto Power; empowerment; ability to withstand challenges

Points

MC Ideal image; reputation; unique selling proposition

Ascendant Calling card; advertising; packaging

North Node Where the company is headed

Aspects

Conjunction, 0° Fusion

Opposition, 180° Separation

Trine, 120° Harmony; resources

Square, 90° Conflict

Sextile, 60° Cooperation

Quincunx 150° Cattle-prod; just go with the flow