



The Art of Friendship



70 simple rules for making
meaningful connections

In *The Art of Friendship* (St. Martin's Press; \$14.95), the father-daughter writing team Roger and Sally Horchow offer “seventy simple rules for making meaningful connections.” The book contains a blend of common-sense reminders (“listen before you speak”; “make eye contact”) and informed insights (“use small talk strategically”; “expand your circle”), all presented in the same fashion you’d expect from a good friend. With an introduction by *Tipping Point* author Malcolm Gladwell.