

Golden Rule - Call to Action

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AKRON, OHIO, UNITED STATES, July 21, 2015 /EINPresswire.com/ -- Do unto others as you would have them do unto you.

The [Golden Rule](#) is one of the first “rules to live by” we learn as children. This clear and guiding principle is at the heart of nearly every religious and humanitarian doctrine in the world. Its simple message resounds with all of us—to treat others with the same consideration and respect with which we would like to be treated.

What a kinder, gentler world we'd live in if everyone followed the Golden Rule. Many business owners, including those of the Samsonite Corporation, Mary Kay Inc., and the Dr Pepper/7-Up Co., know from experience that applying the Golden Rule as a strategy, both internally and externally, is a key to success. Mary Kay Ash once said, “Pretend that every single



A beautiful 3D suspension display of the Golden Rule Marble! This set makes a lovely display item for any desk, bureau, dresser or table.

person you meet has a sign around his or her neck that says, ‘Make me feel important.’ Not only will you succeed in sales, you will succeed in life ... ”

Do you try to practice the Golden Rule in your daily life or your business? (We hope it's both.) Do you think it's important to your success? If so, we welcome you to join us in promoting or selling the [Golden Rule Marble™](#). Be part of a group of people who believe that treating others with consideration is the only way.

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“We succeed only when we provide our clients a top quality golden rule marble product, designed to inspire reciprocity and kindness in all who encounter it and make a meaningful difference ”.

Pepa Iliev V.P Operations

The Golden Rule Marble is an updated version of the original marble created by the founder of the Samsonite Corporation Jesse Shwayder in 1910—and out of production since the 1960s. Today's Golden Rule Marble has a new heft and luminescence but the same inspirational message it first carried. A one-ounce, one-inch sphere of hand-finished acrylic with a stainless steel core, the marble is encircled by a

brass band inscribed with the Golden Rule. Available in assorted luminescent colors, it comes nestled in a faceted acrylic gift box with a pamphlet explaining its origin.

Giving a tangible reminder of the Golden Rule is a simple and beautiful idea, appropriate for marking important occasions, as a business giveaway, or even as a school keepsake—but, most important, to help spread the message of kindness and tolerance. It is truly “[a gift to live by](#).”

One way our company practices the Golden Rule is by partnering with Weaver Industries of Cuyahoga Falls, Ohio, for the finishing, assembling, and packaging of the Golden Rule Marble. Weaver Industries is a non-profit organization providing vocational training and employment opportunities to individuals with disabilities.

Won't you join us? Please call us with any comments or questions and find out how to get started.

Best regards,
The Golden Rule Team
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