1. Follow the Money - There ain’t no such thing as a free lunch.
2. Reputations are hard to build and easy to destroy.
3. Actions speak louder than words.
4. Fair is for fools.
5. There is strength is in numbers.
6. Every strength is a potential vulnerability.
7. Presumptions cloud your judgment.
8. Measure twice, cut once.
9. All politics are local - Never go native.
10. The trade is not one game but many.