Business Astrology:

Table of Signs Keywords

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| House Number | Symbol/Sign and Polarity | Keywords |
| 1st | ♈ Aries **+** | Action orientated and Pioneering |
| 2nd | ♉ Taurus – | Tangible and Practical results |
| 3rd | ♊ Gemini **+** | Logic and Adaptable |
| 4th | ♋ Cancer **–** | Public/market awareness and meeting business needs |
| 5th | ♌ Leo **+** | Creative management |
| 6th | ♍ Virgo **–** | Service orientated and Analytic |
| 7th | ♎ Libra **+** | Shared business/partnership values |
| 8th | ♏ Scorpio **–** | Meeting business challenges and purpose |
| 9th | ♐ Sagittarius **+** | Education, Aims and Vision of the business. |
| 10th | ♑ Capricorn **–** | Authority, Attainment and durability |
| 11th | ♒ Aquarius **+** | Knowledge, reform and inventive |
| 12th | ♓ Pisces **–** | Belief and dedication |