





SUN PE  
BUSINESS





## SUMMARY

The motif of the sun comes from the Aesop's fable of the Sun and the North Wind. They have a contest to see who can take a man's coat off. The wind blows at the coat and it comes off his shoulders, but the man only pulls it on tighter.

The wind's force creates resistance; the sun's gentle heat creates an environment where the man wants to take off his own coat.