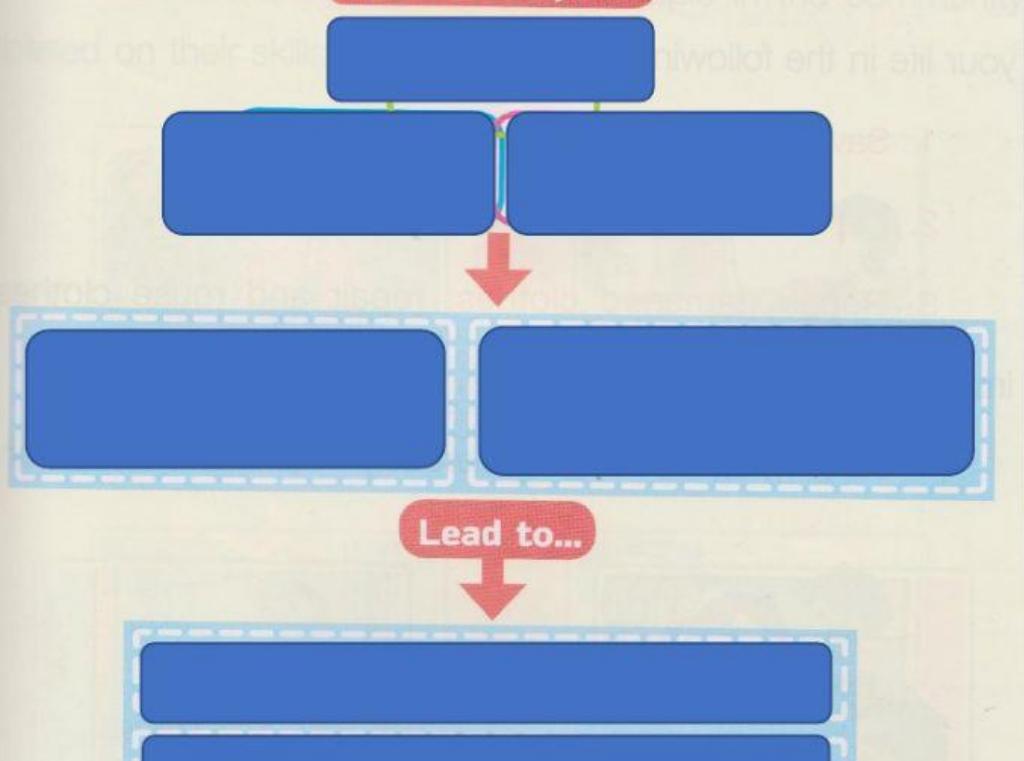


## The Philosophy of Sufficiency Economy

### The middle path



Moderation   Endurance   Reasonableness

Knowledge   Wisdom   Prudence   Carefulness

Integrity   Patience   Tolerance   Generosity

Good Life   Economy   Society   Environment

Harmony   Security   Sustainability

## Three Principles of Sufficiency

Reasonable    Moderation    Endurance

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1.1  living life in the middle path and not the extremes. People should rely on themselves.

1.2  making sensible decisions.  
Buying a product out of necessity and not want.

1.3  the ability of people to protect themselves against any external turbulence and to cope with events that are unpredictable or uncontrollable.