

Machiavelli Updated: A Guide for the Modern Manipulator

Niccolò Machiavelli was a 16th-century Italian philosopher and political theorist. He is best known for his book *The Prince*, which is a treatise on how to acquire and maintain political power. Machiavelli's writings have been influential for centuries, and his ideas are still relevant today.



The New Prince: Machiavelli Updated for the Twenty-First Century by Dick Morris

★★★★☆ 4.2 out of 5

Language : English
File size : 367 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 257 pages



In *Machiavelli Updated*, political scientist Brandon Turner updates Machiavelli's principles for the 21st century. Turner argues that Machiavelli's ideas are still relevant today, but that they need to be adapted to the modern world. He provides concrete examples of how Machiavelli's principles can be used to achieve success in business, politics, and life.

Here are some of the key principles that *Machiavelli Updated* covers:

- **The ends justify the means.** Machiavelli believed that it is acceptable to use any means necessary to achieve your goals. This does not mean that you should be unethical or immoral, but it does mean that you should not be afraid to do what it takes to get ahead.
- **It is better to be feared than loved.** Machiavelli believed that it is better to be feared than loved because people are more likely to obey someone they fear than someone they love. This does not mean that you should be cruel or tyrannical, but it does mean that you should not be afraid to stand up for yourself and your interests.
- **Divide and conquer.** Machiavelli believed that it is easier to control people if you divide them into smaller groups. This can be done by creating rivalries between different groups or by simply playing one group against the other.
- **Keep your friends close, but your enemies closer.** Machiavelli believed that it is important to keep your friends close and your enemies closer. This allows you to monitor your enemies and stay one step ahead of them.

Machiavelli Updated is a fascinating and thought-provoking book. It is a must-read for anyone who wants to understand the nature of power and manipulation. Turner's insights are sharp and his writing is clear and engaging. I highly recommend this book.

Reviews

"Machiavelli Updated is a brilliant book. Turner has done a masterful job of updating Machiavelli's principles for the 21st century. This book is a must-

read for anyone who wants to succeed in business, politics, or life." - **Dr. Henry Kissinger**

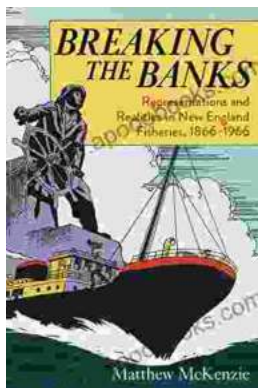
"Machiavelli Updated is a timely and important book. Turner's insights are essential for understanding the nature of power and manipulation in the modern world." - **Fareed Zakaria**



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