

17 THU

CH 59: The Art of Sucking Down  
- Tips

CH 60: How to Suck Up to a Blogger  
- Tips

CH 61: The Art of Partnering. Tips

CH 62: the Top Ten Lies of Partnership

① we want to do this for strategic reason: This is corporate for "I have no idea why we're doing this."

② "Our management really wants to do this"

18 FRI

③ we can move really fast

④ Our legal dept won't be a problem

⑤ "The Engg. team really likes it" or the marketing team really likes "it"

⑥ "we want to time the announcement of our partnership

WEEK 3

July 2014

10/16

with the release of a new version of our product". 19 SAT

⑦ "Our primary concern is whether you guys can scale".

⑧ "We'd like ~~to~~ your servers to host most of the code and functionality".

⑨ We're forming a cross functional team to ensure the success of this project

20 SUN

⑩ I'm leaving soon, but we found a great person to take over my role in the project.

CH63: Ten Questions with Jackie Onasis. Tips.

CH64: The Art of Defensibility

The purpose of competition is not to beat someone down but to bring out the best in every player.

CH65: Counterpoint : Patents & Defensibility

21 MON Tips

CH66: The Art of Driving Your Competition Crazy + Tips

CH67: How to Remain sane Tips.

CH68: The Art of Recruiting

- ① Ignore the irrelevant.
- ② Hire infected people.
- ③ Hire better than yourself.
- ④ Double check your intuition.

22 TUE

- ⑤ Issue a challenge
- ⑥ Check independent references
- ⑦ Apply the Shopping Center Test
- ⑧ Use all your weapons
- ⑨ Sell all the decision makers
- ⑩ Wait to compensate
- ⑪ Don't assume you're done.

WEEK 4

July 2014

12/16

CH69: Real - World Recruiting  
Tips.

23 WED

CH70: Thirteen Questions with Libby  
Sartain, Chief People Yahoo - Tips

CH71: Career Guidance for 21st this  
Century. - Tips

CH72: Everything You wanted to  
know about getting a job in Silicon  
Valley But didn't know whom  
to Ask. Tips

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CH73: Nine Questions to Ask a  
Startup. Q & A's.

CH74: How to get a job off  
in Craigslist : Tips

CH75: How to Not Hire Someone  
via Craigslist: tips.

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CH76: The Effort Effect of  
Carol Dweck: Tips.

CH77: The Art of Laying People Off  
Tips.

CH78: The Art of Firing : Tips

CH79: Work as a Prison? Tips

CH80: How to Not Choke?

26 SAT

Tips

CH81: Mavericks in the Workplace

CH82: Ten or so things to learn  
this school year: Tips.

CH83: Why smart people do  
dumb things?

WEEK 5

July 2014

14/16

① Hubris: Pride to the point 27 SUN  
that you ~~are~~ no longer feel  
shame, no longer believe that  
you are subject to public  
opinion, and no longer need  
to fear "god"

② Arrogance:

28 MON

③ Narcissism:

④ Unconscious need to fail

CH 84: Why smart companies  
do dumb things: - Tips.

CH 85: How to prevent a ~~Boycott~~  
Explosion: - Tips.

CH 86: Are you an Egomaniac?  
Tips.

CH 87: Tips.

CH 88: Tips

## CH89: The Top 17 Lies Of CEOs

30 WED

- ① It's like a startup around here.
- ② Working together, we've established our goals.
- ③ I wanted to do this but the board wouldn't let me.
- ④ I expect ~~to~~ you to figure this out.
- ⑤ Our sales pipeline looks good.

31 THU

- ⑥ we will be profitable soon.
- ⑦ The stock price is not important; what's important is building a great company.
- ⑧ I've never worked with a better group of people.
- ⑨ I'm open to new ideas!

WEEK 5

- 01 FRI
- (10) I want to hear the truth; I don't want yes-men around me.
  - (11) we are a customer focused company.
  - (12) I can telecommute and still keep my house on the golf course in Carmel.

CH90: The six lessons of Kiva  
02 SAT Tips.

CH91: Social Entrepreneurship  
Q & A's

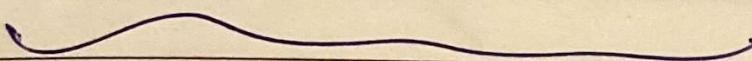
CH92: Making the transition from  
the Corporate to Nonprofit  
World: Q & A.

CH93: The Art of Surviving:  
WEEK 1 Q&A's.

CHAU: My Hindights in life  
tips

03 SUN

CH 95 - Conclusion



04 MON

NOTES ON :

07 THU

~~THE ENTREPRENEUR'S  
GUIDE TO  
CUSTOMER DEVELOPMENT~~

~~BY: BRANT COOPER & PATRICK VLASKOVITS~~

~~BD : 07 SEP 2015~~

~~ED :~~

29/06/2018  
Friday

Notes on 48 Laws of

08 FRI

Power :

- ① Law No. 1 : Never Outshine the Master. Always make those above you ~~feel~~ feel comfortably superior. In your desire to please and impress them, do not go too far in displaying your talents or you might accomplish the opposite

09

SAT

-- inspire fear and insecurity.  
Make your Masters appear  
more brilliant than they are  
and you will attain the  
heights of power.

② Law No. 2: Never put too much  
Trust in friends, learn how  
to use Enemies; Be wary  
of friends they will betray  
you more quickly, for they  
are easily aroused to enmity.  
They also become spoiled and

10 SUN

aroused to enmity. They  
also become spoiled and tyra-  
nical. But here a former  
enemy and he will be more  
loyal than a friend, because  
he has more to prove.

In fact, you have more to  
fear from friends than from  
enemies. If you have to  
make enemies, find a way to make  
them.

WEEK 2

August 2014

05/16

③ Law No. 3: Conceal your intentions.

keep people off-balance and 11 MON in the dark by never revealing the purpose behind your actions. If they have no clue what you are upto, they cannot prepare a defense. Guide them far enough down the wrong path, envelop them in enough smoke, and by the time they realize your intentions, it will be too late.

④ Law No. 4: Always say less 12 TUE

than necessary. When you are trying to impress <sup>people</sup> with words, the more you say, the more common you appear, and less in control.

⑤ Law No. 5: So much depends on

Reputation; Defend it with your life: Reputation is the cornerstone of power. Through keep reputation alone can you intimidate and win;

13 WED

Once it slips, however,

you are vulnerable, and will be attacked on all sides.

- Meanwhile, learn to destroy your enemies by opening holes in their own reputations. Then stand aside.

⑥ Law No. 6: Court Attention

at all costs: Everything is judged by 'its appearance'; what is unseen counts for nothing. Never let yourself get

14 THU lost in the crowd, then, or buried in oblivion. Stand out.

Be conspicuous, at all cost. Make yourself a magnet of attraction by appearing larger, more colorful, more mysterious than the bland and timid masses.

⑦: Get others to do the work for you, but always take/short the credit; Use the wisdom

knowledge, and legwork of other people to further your own cause. Not only will such assistance save you valuable time and energy, it will give you a godlike aura of efficiency and speed. Never do yourself what others can do for you.

Law No. 08:

② Make other people come to you Use Bait if necessary: When you force the other person to act, you are the one in control. It is always better to make your opponent come to you, abandoning his own plans. in the process.

③ Law No. 9: Win through your actions, Never through your arguments. Any momentary victory you have gained through argument is really a Pyrrhic victory. Demonstrate, do not explicate.

17 SUN (10) Law No 10. Infection : D. Avoid the unhappy and unlucky : You can die from someone's else's misery - emotional states are as infections as diseases. The unfortunate sometimes draw misfortune on themselves ; they will also draw it on you. Associate with the happy and fortunate instead.

18 MON (11) Law No. 11: Learn to keep people dependent on you: Never teach them enough so that they can do without you.

(12) Law No. 12 : Use selective honesty and generosity to disarm your victim. One sincere and honest move will cover over dozens of dishonest ones. Open-hearted gestures of honesty and generosity bring down the guard of even

the most suspicious people.

19 TUE

⑬ Law No. 13: When asking for help, appeal to people's self interest, never to their Mercy, Mercy or Gratitude. If you need to turn to your ally for help, do not bother to remind him of your past assistance and good deeds. He will find a way to ignore you. Instead, uncover something in your request or in your alliance with him, that will benefit him, and emphasize it out of all proportion.

20 WED

⑭ Law No. 14: Pose as a friend work as a spy. knowing about your rival is critical. Use spies to gather valuable information that will keep you a step ahead. Better still, play the spy yourself. In polite social encounters, learn to probe.

⑮ Law No. 15: Crush your enemy

21 THU

totally: All great leaders since Moses have known that a feared enemy must be crushed completely. More is lost through stopping halfway than through total annihilation.

(16) Law No. 16: Use absence to increase respect and honor. Create value through scarcity.

(17) Law No. 17: keep others in suspended terror: cultivate an

Air of unpredictability. Humans are creatures of habit with an insatiable need to see familiarity. Familiarity in other people's actions. Your predictability gives them a sense of control. Turn the tables: Be deliberately unpredictable. However, taken to an extreme, this

WEEK 4

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strategy can intimidate and terrorize.

23 SAT

Law No. 18:

⑧. Do not build big fortresses to protect yourself : Isolation is dangerous. : The world is dangerous and enemies are everywhere — everyone has to protect themselves. A fortress seems

24 SUN

the safest. But isolation exposes you to more dangers than it protects you from — it cuts you off from valuable information, it makes you conspicuous and an easy target.

Better to circulate among people, find allies, mingle.

25 MON

⑨ Law. No. 19: Know who you are dealing with : Do not offend the wrong person! There are many different kinds of people in the world, and you can never assume that everyone will react to your strategies in the same way.

(20) Law No. 20: Do not commit

26 TUE to anyone. It is a fool who always rushes to take sides. Do not commit to any side. or cause but yourself.

(21) Law No. 21: Play a sucker to catch a sucker. ~~Sense~~ Seein Dumber Than your Mark.

- No one likes feeling stupider than the next person. The trick then, is to make your victim

27 WED feel smart - and not just smart, but smarter than you are. Once convinced of this, they will never suspect that you may have ulterior motives

(22) Law No. 22: Use the surrender tactic: Transform weakness into power: When you are weaker, never fight for honor's sake; choose surrender instead. Surrender

WEEK 5

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14/16

gives you time to recover,  
time to torment and irritate **28 THU**  
your conqueror, time to wait for  
his power to wane. Do not give  
him the satisfaction of fighting  
and defeating you — surrender first.

(23) Law No. 23: Concentrate your

forces: Conserve your forces and  
energies by keeping them concentrated  
at their strongest point. point.

You gain more by finding a  
rich mine. and mining it deeper,

**29 FRI**

than by flitting from one  
shallow mine to another — intensity  
defeats intensity every time.

When looking for sources of power  
to elevate you, find one key  
patron, the fat cow who will give  
you milk for a long time to  
come.

(24) Law No. 24: Play the perfect Courtier.

The perfect Courtier thrives in  
30 SAT a world where everything  
revolves around power and  
political dexterity. He has  
mastered the art of indirection;  
he flatters, yields to  
superiors, and asserts power  
over others in the most oblique  
and graceful manner. Learn and  
apply the art of courtship  
and there will be no limit  
to how far you can rise  
in the court.

31 SUN

②5 Law No. 25: Re-create Yourself.

Do not accept the roles that  
society foists on you. Re-create  
yourself by forging a new identity  
one that command attention and  
never bores the audience. Be the  
master of your own image rather  
than letting others define it  
for you. Incorporate dramatic  
devices into your public gestures

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and actions - your power will  
01 MON be enhanced and your char-  
acter will seem larger than  
life.

(26) Law No. 26: keep your hands  
clean: You must seem a  
paragon of civility and efficien-  
cy: Your hands are never soiled  
by ~~no~~ mistakes and nasty  
deeds. Maintain such a  
spotless appearance by using  
others as scapegoats and cat's  
02 TUE paws to disguise your invol-  
vement.

(27) Law No. 27: Play ~~one~~ on People's  
needs to believe to create a  
cultlike following: People have  
an overwhelming desire to believe  
in something. Become the focal  
point of such desire by  
offering them a cause, a

new faith to follow. keep your words vague but full of **03 WED** promise; emphasize enthusiasm over rationality and clear thinking. Give your new disciples rituals to perform, ask them to make sacrifices on your behalf. In the absence of organized religion and grand causes, your new belief system will bring you untold power.

**(28)**: Law No. 28 : Enter Action **04 THU**

with Boldness: If you are unsure of a course of action, do not attempt it. Your doubts and hesitations will infect your execution. Timidity is dangerous! Better to enter with boldness.

Law No. 29:

**(29)**: Plan all the way to the End: The ending is everything. Plan all the way to it, taking

into account all the possible  
05 FRI consequences, obstacles, and  
twist of ~~the~~ fortune that  
might reverse your hard  
work and give the glory to  
others.

(30) Law No. 30: Make your  
accomplishments seem Effortless:  
Your actions must seem natural  
and executed with ease. All  
the toil and practice that go  
into them, and also the clever  
06 SAT tricks, must be concealed. When  
you act, act effortlessly, as if  
you could do much more.  
Avoid the temptation of revealing  
how hard you work—it only  
raises questions. Teach no one  
your ~~ter~~ tricks or they will  
be used against you.

(31) Law No. 31: Control the options:  
WEEK 1 Get others to play with the cards  
you deal:

The best deceptions are the ones that seem to give

07 SUN

the other person a choice:

Your victims feel they are in control, but are actually your puppets. Give people options that they come out in your favor whichever one they choose.

(32): Law No. 32: Play to People's

fantasies: The truth is often avoided because it is ugly and unpleasant. Never appeal to truth and reality unless you are prepared for the anger that comes from disenchantment.

08 MON

law No. 33:

(33): Discover each man's Thumbscrew:

Everyone has a weakness, a gap in the castle wall. That weakness is usually an insecurity or uncontrollable emotion or need; it can also be a small secret pleasure. Either way, once found,

09

TUE it is a thumb screw you can turn to your advantage.

(34)

: Law No. 34: Be royal in your own fashion : Act like a king to be treated like One.

The way you carry yourself will often determine how you are treated: in the long run, appearing vulgar or common will make people disrespect you. For a king respects himself and insires the same sentiment in others. By acting regally and confident of your powers, you make yourself seem destined to wear a crown.

(35)

: Law No. 35: Master the Art of Timing: Never seem to

WEEK 2 be in a hurry - hurrying begets a lack of control over yourself,

September 2014

and over time. Always seem patient, as if you know that everything will come to you eventually. Become a detective of the right moment; sniff out the spirit of the times, the trends that will carry you to power. Learn to stand back when the time is not right ripe and to strike fiercely when it has reached fruition.

11 THU

⑬. Law No. 36 : Disdain things

you cannot have: Ignoring 12 FRI  
them is the Best Revenge.

= By acknowledging a petty problem you give it existence and credibility. The more attention you pay an enemy, the stronger you make him, and a small mistake is often made worse and more visible when you try to fix it. If there is something you want but cannot have, show contempt for it.



(37) Create Compelling Spectacles:

13 SAT Striking imagery and grand symbolic gestures create the aura of power - everyone responds to them. Dazzled by appearances, no one will notice what you are really doing.

Law No. 38:

(38) Think as you like but behave like others: If you make a show of going against you the times, flaunting your unconventional ideas and

14 SUN unorthodox ways, people will think that you only want attention and that you look down upon them. They will find a way to punish you for making them feel inferior.

Share your originality only with your tolerant friends and those who are sure to appreciate your uniqueness.

39. Law No. 39: Stir up waters to catch fish - Anger and 15 MON emotion are strategically counterproductive. You must always stay calm and objective. But if you can make your enemies angry while staying calm yourselves, you gain a decided advantage. Put your enemies off-balance: find the chink in their vanity through which you can rattle them and you hold the strings.

40. Law No. 40: Despise the 16 TUE free lunch. What is offered for free is dangerous - it usually involves either a trick or a hidden obligation. What has worth is worth paying for. By paying your own way you stay clear of greed, gratitude, guilt and deceit. It is also often wise to pay the full price - there is no cutting corners with excellence.

17 WED (41): Law No. 41: Avoid stepping into a great Man's shoes: what happens first always appears better and more original than what comes after. If you succeed a great man or have a famous parent you will have to accomplish double their achievements to outshine them. Establish your own identity, and your own name by changing course.

18 THU (42): Law No. 42: Strike the Shepherd and the Sheep will scatter. Trouble can often be traced to a single strong individual - the stirrer, the arrogant, the poisoned of goodwill. If you allow such people room to operate, others will succumb to their influence. Neutralize their influence by isolating and banishing them.

⑬. Law No. 43 : Work on the hearts and minds of others. 19 FRI  
Coercion creates the a reaction that will eventually work against you. You must seduce others into wanting to move in your direction. A person ~~so~~ you have seduced becomes your loyal pawn.

⑭. Law No. 44 : Disarm and infuriate with the mirror effect. The mirror reflects reality, but it is also a perfect tool for deception. When you mirror your enemies, doing 20 SAT exactly as they do, they cannot figure out their strategy. The Mirror effect mocks and humiliates them, making them over react.

⑮. Law No. 45 : Preach the need for change, But never reform too much at once - Everyone understands the need for change in the abstract, but on the day-to-day

21 SUN

level people are creatures creatures of habit. Too much innovation is traumatic, and will lead to revolt. If change is necessary, make it feel like a gentle improvement of the past.

(46) - law No. 46: Never appear too perfect: Appearing better than others is always dangerous but most dangerous of all is to appear to have no faults or weaknesses. Envy creates silent enemies

22 MON

(47) - law No. 47: Do not go past the mark you aimed for; In Victory, learn when to stop. - The moment of victory is often the moment of the greatest peril. In the heat of victory, arrogance and over-confidence can push you past

the goal you had aimed for,  
and by going too far, you 23 TUE  
make more enemies than you  
defeat. Set a goal, and when  
you reach it, stop.

④ Law No. 48 : Assume formlessness.

By taking a shape, by having a  
visible plan, you open yourself  
to attack. Instead of taking a  
form for your enemy to grasp,  
keep yourself adaptable and on the  
move. Accept the fact that nothing  
is certain and no law is 24 WED  
fixed. The best way to protect  
yourself is to be as fluid and  
formless as water, never set but  
on stability or lasting order.  
Everything changes.

(End of the e-Book : 48 Laws of  
Power) by Robert Greene (Los Angeles,  
May 14, 1959).  
(V-1.12 : Todoapps / Aug 12, 2015).