

The 48 laws of Power

1	Never outshine the master	9	Win through actions, never through argument	17	Keep others in suspended terror: Cultivate an air of unpredictability	25	Re-create yourself	33	Discover each man's thumbscrew	41	Avoid stepping in to a great man's shoes
2	Never put too much trust in friends, learn how to use enemies	10	Infection: Avoid the unhappy and unlucky	18	Do not build fortresses to protect yourself – Isolation is dangerous	26	Keep your hands clean	34	Be royal in your on fashion: Act like a king to be treated like one	42	Strike the shepherd and the sheep will scatter
3	Conceal your intentions	11	Learn to keep people dependent on you	19	Know who you're dealing with – Do not offend the wrong person	27	Play on people's needs to believe to create a cult-like following	35	Master the art of timing	43	Work on the hearts and minds of others
4	Always say less than necessary	12	Use selective honesty and generosity to disarm your victim	20	Do not commit to anyone	28	Enter action with boldness	36	Disdain things you cannot have: Ignoring them is the best revenge	44	Disarm and infuriate with the mirror effect
5	So much depends on reputation – Guard it with your life	13	When asking for help, appeal to people's self-interest, never to their mercy or gratitude	21	Play a sucker to catch a sucker – Seem dumber than your mark	29	Plan all the way to the end	37	Create compelling spectacles	45	Preach the need for change, but never reform too much at once
6	Court attention at all cost	14	Pose as a friend work as a spy	22	Use surrender tactic: Transform weakness into power	30	Make your accomplishments seem effortless	38	Think as you like but behave like others	46	Never appear too perfect
7	Get others to do the work for you, but always take the credit	15	Crush your enemy totally	23	Concentrate your forces	31	Control the options: Get others to play with the cards you deal	39	Stir up waters to catch fish	47	Do not go past the mark you aimed for; in victory, learn when to stop
8	Make other people come to you, use bait if necessary	16	Use absence to increase respect and honor	24	Play the perfect courtier	32	Play to people's fantasies	40	Despise the free lunch	48	Assume formlessness