[00:00:00] foreign Laws of Power by Robert Greene

[00:00:07] law number one never outshine the master always make those above you feel

[00:00:13] comfortably Superior and your desire to please or impress them do not go too far in displaying your talents or you might

[00:00:19] accomplish the opposite Inspire fear and insecurity make your Masters appear more brilliant than they are and you will

[00:00:26] attain the heights of power especially that last part sounds very promising in order to fully understand let's take a

[00:00:33] look at history and learn from others mistakes the law has been observed in the story of King Louis XIV and his

[00:00:39] Finance Minister Nicola Phuket first of all who was Louis 14 Louis Catholics as the fine Frenchman would say he was the

[00:00:46] king monarch of Versailles and in my humble opinion probably the most interesting of all the French monarchs his most famous quote is

[00:00:53] literally I am the state he portrayed himself as the Sun King and had such might and power among his lands that he

[00:01:00] could make any decision he wanted without any discussion he would ask for a pen and the whole room would be fighting each other for the chance to

[00:01:06] give him theirs and still get in his good graces or be able to say they've done the great king a favor this

[00:01:12] Behavior was Nikola phuket's downfall in 17th century France Nicola Phuket had

[00:01:17] spent enormous sums in building a magnificent Chateau on his estate of volvicomt when the Prime Minister died

[00:01:23] the position was abolished instead of replaced with Phuket the king's Smart Finance Minister in order to not lose

[00:01:29] the king's trust and regain his attention he then planned the most spectacular party France had ever seen

[00:01:35] to show off his connections cultivated Manner and charm it was a great tribute

[00:01:40] to the guest of honor the king himself thinking this move would make him an indispensable asset Phuket had actually

[00:01:47] offended his master who was outraged by the fact people were more Charmed by his Finance Minister than by himself Phuket

[00:01:54] unintentionally outshone his master making the king feel insecure he was arrested the next day and spent the last

[00:02:00] 20 years of his life in solitary confinement high in the Pyrenees Mountains for having stolen enormous

[00:02:05] amounts from the country's treasury the accusations were false but such was the price of his actions best intent

[00:02:11] functions aside a second example would be Galileo Galilei one of the greatest

[00:02:17] minds of the 16th century who used this law in his favor Galileo was clever in observing this law by giving glory to

[00:02:24] his patrons in order to solve his perennial problem of funding he dedicated his discovery of the moons of

[00:02:30] Jupiter to the Medici since the Royal symbol of the Medici family was the planet Jupiter he then commissioned an

[00:02:36] emblem for them with each Moon representing one of the sons who revolved around the patriarch the Medici

[00:02:42] family became his major Patron appointing him their official court mathematician and philosopher thereby

[00:02:48] giving him a more comfortable life and a steady salary so what are the lessons we should take away from The Misfortune of Phuket and

[00:02:55] the Brilliance of Galileo present your ideas in a way that they Echo your boss's fault act less smarter than your

[00:03:02] boss do not take your position at work or in life for granted always make sure to make it seem like you want to seek

[00:03:09] the superiors expertise and advice discrete flattery is very powerful

[00:03:14] law number two never put too much trust in friends problem about working with friends is that it confuses the

[00:03:20] boundaries and distances that working requires if both Partners in the arrangement understand the dangers

[00:03:26] involved a friend can often be employed to great effect you must never let your guard down in such a venture however

[00:03:31] always be on the lookout for any signs of emotional disturbance such as envy and ingratitude nothing is stable in the

[00:03:38] realm of power and even the closest of friends can be transformed into the worst of enemy in order to fully

[00:03:44] understand let's take a look at history and learn from others mistakes the law has been observed with Michael of the

[00:03:49] Byzantine Empire and his friend basilius in the mid 9th Century A.D Michael had placed too much trust in his friend

[00:03:56] basilius they had met a few years before when Michael had been visiting the Stables just as a wild horse got loose

[00:04:02] bazidio saved Michael's life his strength and courage and impressed Michael who immediately raised basilius

[00:04:08] from the obscurity of being a horse trainer to the position of head of stables he loaded his friend with gifts

[00:04:15] and favors until they became Inseparable Michael turned the peasant basilius into a sophisticated and educated courtier

[00:04:21] who later on became greedy for more wealth and power and had his former benefactor and best friend Michael

[00:04:27] murdered Michael trees takes his future on the sense of gratitude he fought basilius must feed for him he had

[00:04:33] created a monster he had allowed a man to see Power up close a man who then wanted more who asked for anything and

[00:04:40] got it who felt encumbered by the charity he had received and simply did what many people do in such a situation

[00:04:45] they forget the favors they have received and imagine they have earned their success by their own merits

[00:04:51] another example is this song Dynasty who ruled China for 300 years but how I

[00:04:57] destroyed my enemies when I make them my friends Abraham Lincoln for several centuries after the fall of the Han

[00:05:04] Dynasty 822 Chinese history followed the same pattern of violent and bloody coops

[00:05:10] one after the other army men with plot to kill a weak Emperor then and would replace him on the dragon throne with a

[00:05:16] strong General the general would start a new Dynasty and Crown himself Emperor to ensure his own Survival he would kill

[00:05:22] off his fellow generals a few years later however the pattern would resume new generals with arise and assassinate

[00:05:28] him or his sons in their turn to be emperor of China was to be alone surrounded by a pack of enemies it was

[00:05:35] the least powerful least secure position in the realm in 89 out of 59 General

[00:05:40] Sauk Huang Jin I hope I'm saying this right became Emperor's song Emperor's song knew that his friends in the Army

[00:05:47] would chew him up like meat and if he somehow survived his friends in the government would have him for supper

[00:05:53] Emperor's song persuaded his generals to retire to a life of nobility and give up

[00:05:59] their dreams of grabbing his throne one day he spared those who conspired against him and was able to win over

[00:06:05] enemies with his generosity song was finally able to break the pattern of coops violence and Civil War so what can

[00:06:12] we learn from these historical events he here are the lessons for working with friends and enemies

[00:06:17] France will not openly disagree with you in order to avoid arguments enemies on the other hand expect nothing so they

[00:06:24] will be surprised when you are generous an enemy Spirit Guillotine will be more grateful to you than a friend when you

[00:06:30] decide to hire a friend you will discover quality staff kept hidden be on the lookout for any signs of emotional

[00:06:36] disturbance such as envy and ingratitude skill and competence are more important

[00:06:41] than friendly feelings hiring friends will limit your power all working situations require a kind of distance

[00:06:47] between people you destroy an enemy when you make him a friend an enemy at your heels keeps you sharp alert and focused

[00:06:54] law number three conceal your intentions have you ever heard of a skillful

[00:06:59] General who intends to surprise a citadel announcing his plan to his enemy conceal your purpose and hide your

[00:07:05] progress do not disclose the extent of your designs until they cannot be opposed until the combat is over win the

[00:07:12] victory before you declare the war in a word imitate those warlike people whose designs are not known except by the

[00:07:19] ravage country through which they have passed it takes effort to control your tongue

[00:07:25] and monitor what you reveal it is much more prudent to tailor your words telling people what they want to hear

[00:07:30] rather than the course and ugly truth of what you feel or think more important by being unabashedly open you make yourself

[00:07:37] so predictable and familiar that it is almost impossible to respect or fear you and power will not accrue to a person

[00:07:44] who cannot Inspire such emotions train yourself in the art of concealing your intentions Master the art and you will

[00:07:51] always have the upper hand our first instinct is to always trust appearances this fact makes it relatively easy to

[00:07:57] seal one's intentions let's talk about how people conceal intentions and fool you use decode objects of desire to

[00:08:05] throw people off support an idea or cause that is actually contrary to your own sentiments but will help you achieve

[00:08:11] your goal use this tactic in the following manner hide your intentions not by closing up with the risk of

[00:08:17] appearing secretive and making people suspicious but by talking endlessly about your desires and goals just not

[00:08:23] your real ones you will kill three birds with one stone you appear friendly open and trusting you conceal your intentions

[00:08:29] and you send your rivals on time consuming Wild Goose chases false sincerity people easily mistake

[00:08:36] sincerity for honesty remember their first instinct is to trust appearances and since they value honesty and want to

[00:08:42] believe in the honesty of those around them they will rarely doubt you or see through your act seeming to believe what

[00:08:48] you say gives the words great weights remember the best deceivers do everything they can to cloak their

[00:08:54] roguish qualities they cultivate an air of honesty in one area that disguise their dishonesty in others honesty is

[00:09:00] merely another decoy in their arsenal of weapons Bland facial expression behind

[00:09:06] the Bland unreadable exterior all sorts of Mayhem can be planned without detection this is a weapon that the most

[00:09:12] powerful men in history have learned to perfect Noble gesture people want to believe apparently Noble gestures are

[00:09:19] genuine for the belief is Pleasant they rarely notice how deceptive these gestures can be appearing to belong to a

[00:09:25] group the tendency to mistake appearances for reality the feeling that if someone seems to belong to your group

[00:09:31] their belonging must be real this habit makes the seamless blend a very effective front the trick is simple you

[00:09:38] simply blend in with those around you and the better you blend in the less suspicious you become remember it takes

[00:09:44] patience and humility to dull your brilliant colors to put on the mask of the unconspicuous Do Not despair at

[00:09:51] having to wear such a bland mask it is often your unreadability that draws people to you and makes you appear

[00:09:57] person of power but how do people apply these ways to fool you simply dangle an

[00:10:03] object you seem to desire a goal you seem to aim for in front of people's eyes and they will take the appearance

[00:10:09] for reality once their eyes focus on the decoy they will fail to notice what you're really up to politicians use this

[00:10:15] all the time our first historical example would be decoy objects of desire

[00:10:20] and making a woman fall in love was inexperienced in the art of love he

[00:10:27] confided in the infamous courtesan of 17th century France ninon de lanclon to instruct him on how to seduce a

[00:10:34] difficult young Countess she made him follow a plan over a number of weeks where the Marquis would be appearing in

[00:10:40] public always surrounded by beautiful women in the very places the campus would be expected to see him he was

[00:10:46] supposed to assume an air of known shalons this increased the jealousy of the young contest who was not sure of

[00:10:51] his interest in her one day the Marquis is unable to control his passion broke from Nino's plan and blurted out to the

[00:10:57] counters that he loved her after this admission the counters no longer found him interesting and avoided him the

[00:11:03] whole premise of dating is based on games wild moves and being unpredictable if you display your feelings too soon it

[00:11:10] becomes an artless show of passion adore clothes that would never open again in seductions set up conflicting signals

[00:11:17] such as desire and indifference and you not only throw them off the scant you inflame their desire to possess you

[00:11:23] another example autofon Bismarck became prime minister of Prussia Otto von Bismarck was a deputy in

[00:11:30] depression Parliament at the time when many fellow deputies thought it was possible to go to war against Austria

[00:11:35] and defeated Bismarck wanted to go to war but he knew that the King was not in favor of it he also knew the Prussian

[00:11:41] Army was not prepared so he devised a clever way he publicly stated his Praises for the austrians and talked

[00:11:47] about The Madness of War many deputies changed their votes had Bismarck announced his real intentions arguing it

[00:11:54] was better to wait now and fight later he would not have won most prussians wanted to go to war at that moment and

[00:12:00] mistakenly believe their army to be superior to the austrians had he gone to the king his sincerity would have been

[00:12:06] doubted by giving misleading statements about wanting peace and concealing his true purpose bismarck's speech

[00:12:12] catapulted him to the position of prime minister he later had the country go to war against the audience at the right

[00:12:18] time when he felt the Prussian Army was more capable and United with Germany yet another exam example the Duke of

[00:12:24] Marlborough used this in the Spanish succession during the war of the Spanish succession in 1711 the Duke of

[00:12:31] Marlborough head of the English army wanted to destroy a key French Fort because it protected a vital

[00:12:36] thoroughfare into France yet he knew that if he destroyed it the French would realize what he wanted to advance down

[00:12:43] that road instead then he merely captured the fort and garrisoned it with some of his troops making it appear as

[00:12:49] if he wanted it for some purpose of his own the French attack the fort and the Duke let them recapture it once they

[00:12:55] headed back they destroyed it figuring that the Duke had wanted it for some important reason now that the fort was

[00:13:02] gone the road was unprotected and Marlborough could easily March into France what else Henry Kissinger used

[00:13:08] Bland face to win opponents Henry Kissinger would bore his opponents around the negotiating table to tears

[00:13:14] with his monotonous voice his blank look his endless recitations of details then

[00:13:19] as their eyes glazed over he would suddenly hit them with a list of bold terms caught off guard they would be

[00:13:27] easily intimidated as one poker manual explains it while playing his hand the

[00:13:32] good player is seldom an actor instead he practices a bland behavior that minimizes readable turns frustrates and

[00:13:39] confuses opponents permits greater concentration spies use appearing to belong to a group

[00:13:45] method during the Cold War of the 1950s and 60s as is now notorious a slew of

[00:13:50] British civil servants passed secrets to the Soviets they went undetected for years because they were apparently

[00:13:56] decent chaps had gone to All the Right schools and fit the old boy Network perfectly law number four always say

[00:14:04] less than necessary [Music] there are times when it is unwise to be silent silence can arouse suspicion and

[00:14:11] even insecurity especially in your superiors a vague or ambiguous comment can open you up to interpretations you

[00:14:16] had not bargained for silence and saying less than necessary must be practiced with caution then and in the right

[00:14:22] situations let us take a look at six ways to exert more power by practicing listening make people reveal more about

[00:14:29] themselves speaking less will make people reveal more about themselves this is information you may be able to use

[00:14:35] against them later on your short answers and silences will put them on the defensive and they will jump in

[00:14:41] nervously filling the Silence with all kinds of comments that will reveal valuable information about them and

[00:14:46] their weaknesses the longer you listen the more others move their lips and teeth as they move their lips and teeth

[00:14:52] you can thereby understand their real intentions number two people listen and interpret your every word carefully

[00:14:58] speaking less will force people to listen and interpret your every word carefully your silence will make other

[00:15:04] people uncomfortable humans are Machines of interpretation and explanation they have to know what you're thinking when

[00:15:11] you carefully control what you reveal they cannot pierce your intentions or your meaning they will leave a meeting

[00:15:17] with you and they will go home and Ponder your every word this extra attention to your brief comments will

[00:15:23] only add to your power masters of enigma and the Warhol and Marcel Duchamp knew

[00:15:28] the power of saying less and keeping people guessing the less Duchamp talked about his work the more it was talked

[00:15:33] about in the art circles Andy Warhol recognized it was hard to talk people into doing what you wanted so when

[00:15:39] interviewed he would give vague and ambiguous answers and let the interviewer find his own interpretation

[00:15:44] number three once the words are out you cannot take them back keep them under control be particularly careful with

[00:15:51] sarcasm the momentary satisfaction you gain with your biting words will be outweighed by the price you pay number

[00:15:58] four the more you say the more common you appear when you're trying to impress people with words the more you say the

[00:16:04] more common you appear and the lesson control role even if you're saying something banal it will seem original if

[00:16:10] you make it vague open-ended and things like number five saying less will keep you from saying something foolish or

[00:16:16] even dangerous around 454 BC coriolanos was a great military hero of ancient

[00:16:21] Rome people held him in awe he decided to run for the Senate and he spoke his mind hardly able to control his

[00:16:27] arrogance and boastfulness he slandered and insulted people the more speeches he made the less people respected him he

[00:16:34] suffered the people's wrath and was eventually banished from the city number six people will not deceive you as they

[00:16:40] will never know your position Louis XIV was a man of very few words his Infamous I shall see was one of

[00:16:47] several extremely short phrases that he would apply to all manner of requests Louis was not always this way as a young

[00:16:54] man he was known for talking at length delighting in his own eloquence his later tested Serenity was self-imposed

[00:17:00] an act a mask he used to keep everybody below him off balance no one knew exactly where he stood or could predict

[00:17:06] his reactions no one could try to deceive him by saying what they thought he wanted to hear because no one knew

[00:17:12] what he wanted to hear as they talked on and on to the silent Louis they revealed more and more about themselves

[00:17:18] information he would later use against them to great effect in the end Luis silence kept those around him terrified

[00:17:24] and under his tongue it was one of the foundations of his power as Saint Simon wrote no one knew as well as he how to

[00:17:30] sell his words his smile and even his glances everything in him was valuable because he created differences and His

[00:17:37] Majesty was enhanced by the scarceness of his words saying less than necessary is not for things and Statesmen only in

[00:17:44] most areas of life the less you say the more profound and mysterious you appear by saying less than necessary you create

[00:17:50] the appearance of meaning and power also the less you say the less risk you run

[00:17:55] of saying something foolish law number five so much depends on reputation guarded with your life reputation is the

[00:18:03] Cornerstone of power in the social realm appearances are the barometer of almost all our judgments your reputation will

[00:18:09] protect you in the dangerous game of appearances distracting the probing eyes of others from knowing what you really like and giving you a degree of control

[00:18:16] over how the world judges you a powerful position to be in why is reputation important a strong

[00:18:23] reputation increases your presence and exaggerates your strengths without you having to spend much energy it can also

[00:18:28] create an aura around you that will instill respect even fear and the fighting in the North African desert

[00:18:34] during World War II the German general Ervin Romo had the reputation for cunning and deceptive maneuvering that

[00:18:40] struck Terror into everyone who faced him even Menace forces were depleted and the British tanks outnumbered his by

[00:18:45] five to one entire cities would be evacuated at the news of his approach as they say your reputation inevitably

[00:18:52] precedes you and if it inspires respect a lot of your work is done for you before you arrive on the scene or utter

[00:18:58] a single word during China's War of the Three Kingdoms ad 207-265 General young was able to fool

[00:19:05] his rival Sima is simply by letting his track record for being an undefeated leader in battle do the work for him the

[00:19:11] Young's troops were far outnumbered by simais yet he devised a clever Last Resort plan the young gone the terrorist

[00:19:17] rope and played the loot upon the wall of the city he was defending his soldiers opened the gates and hid when

[00:19:23] simei's troops Advance upon the unguarded city ye recognized his opponents sitting alone upon the wall

[00:19:28] fearing a trap see my e called his soldiers to retreat how do you build a reputation in the beginning you must

[00:19:35] work to establish a reputation for one outstanding quality whether generosity or honesty or cunning this quality sets

[00:19:41] you apart and gets other people to talk about you you then make your reputation known to as many people as possible and

[00:19:48] watch as it spreads like wildfire do do this sadly take care to build slowly and with a firm foundation reputation is a

[00:19:55] treasure to be carefully collected and hoarded especially when you are first establishing it you must protect it strictly anticipating all attacks on it

[00:20:03] make your reputation simple and base it on one Sterling quality this single

[00:20:08] quality efficiency say or seductiveness becomes a kind of calling card that announces your presence and places

[00:20:13] others under a spell a reputation for Honesty will allow you to practice all manner of deception because the Nova

[00:20:20] used his reputation as a great Seducer to pave the way for his future conquests women who had heard of his powers became

[00:20:26] immensely curious and wanted to discover for themselves what had made him so romantically successful will cover four

[00:20:33] ways to safeguard and grow your reputation number One never appear desperate in your self-defense against

[00:20:39] the slander of others do not let yourself get angry or defensive at the slanderous comments of your enemies it

[00:20:45] reveals insecurity not confidence in your reputation take the high road instead and never appear desperate in

[00:20:51] your self-defense number two sold out and spread rumors about your rival an attack on other

[00:20:57] man's reputation is a potent weapon particularly when you have less power than he does he has much more to lose in

[00:21:03] such a battle and your own tests for a small reputation gives him a small Target when he tries to return your fire

[00:21:08] PT Burnham used such campaigns to great effect in his early career but this tactic must be practiced with skill you

[00:21:15] must not seem to engage in Petty Vengeance if you do not break your enemy's reputation cleverly you will

[00:21:20] inadvertently ruin your own even if they deny it people will still be wondering why they are so defensive Burnham used

[00:21:27] his tactics to ruin his competition Peel's reputation by sowing doubts about peels Museum stability and solvency

[00:21:33] doubt is a powerful weapon once you let it out of the bag with Insidious rumors your opponents are in a horrible Dilemma

[00:21:39] on the one hand they can deny the rumors even prove that you have slandered them but a layer of Suspicion will remain why

[00:21:46] are they defending themselves so desperately maybe the rumor has some truth to it if on the other hand they

[00:21:51] take the high road and ignore you the doubts will be even stronger if done correctly the sowing of rumors can so

[00:21:57] infuriate and unsettle your Rivals that in defending themselves they will make numerous mistakes this is the perfect

[00:22:03] weapon for those who have no reputation of their own to work from number three if you go too far in

[00:22:09] attacking another's reputation it draws more attention to your wrongfulness than to the other person you're slandering

[00:22:15] Thomas Edison considered the inventor who harnessed electricity believed that a workable system would have to be based

[00:22:20] on direct current DC when the Serbian scientist Nikola Tesla appeared to have succeeded in creating a system based on

[00:22:27] alternating current AC Addison was Furious he determined to ruin Tesla's

[00:22:32] reputation by making the public believe that the AC system was inherently unsafe and Tesla irresponsible in promoting it

[00:22:39] to this end he captured all kinds of household pets and electrocuted them to death with an AC current when this

[00:22:45] wasn't enough in 1890 he got New York State Prison authorities to organize the world's first execution by electrocution

[00:22:51] using an AC current but Edison's electrocution experiments had all been with small creatures the charge was too

[00:22:58] weak and the man was only half killed in perhaps the country's crew the state authorized execution the procedure had

[00:23:05] to be repeated it was an awful spectacle although in the long run it is Edison's name that has survived at the time his

[00:23:11] campaign damaged his own reputation more than Tesla's he backed off the lesson is simple never go too far in attacks like

[00:23:17] these for that will draw more attention to your own wrongfulness than to the person you are slandering number four

[00:23:23] use humor or gentle mockery at your rival's expense when your own reputation is solid use subtler tactics such as

[00:23:30] satire and ridicule to weaken your opponent while making you out as a Charming Rogue the mighty lion toys with

[00:23:36] the mouse that crosses his path any other reaction with Mar has fearsome reputation once Burnham did have a

[00:23:42] reputation of his own he used a fake hypnotism demonstration he ridiculed his rival Peel's reputation he was extremely

[00:23:49] successful once you have a solid base of respect ridiculing your opponent puts him on the defensive and draws more

[00:23:54] attention to you and hints in your own reputation outright slander and insult are too strong at this point they are

[00:24:00] ugly and may hurt you more than help you but gentle humor and mockery suggest that you have a strong enough sense of

[00:24:06] your own Worth to enjoy a good laugh at your rival's expense a humorous font can make you out as a harmless Entertainer

[00:24:12] while poking holes in the reputation of your rival how do you improve a bad reputation perhaps you have already

[00:24:17] stained your reputation so that you're prevent it from establishing a new one in such cases it is lies to associate

[00:24:23] with someone whose image counteracts your own using their good name to whitewash and Elevate yours it is hard

[00:24:29] for example to erase a reputation for dishonesty by yourself but a paragon of honesty can help when PT Burnham wanted

[00:24:36] to clean up a reputation for promoting vulgar entertainment he brought the singer Jenny Lind over from Europe she

[00:24:41] had a stellar high-class reputation and the American tour Burnham sponsored for her greatly enhanced his own image

[00:24:46] greatly enhanced his own image similarly the great Robert Barons of 19th century America were long unable to rid

[00:24:53] themselves of a reputation for cruelty and mean Spirit only when they began collecting art so that the names of

[00:24:59] Morgan and Frick became permanently associated with those of the wenshi and Rembrandt ex Court attention at all cost

[00:25:06] be ostentatious and be seen what is not seen is as though we did not exist it

[00:25:11] was light that first caused our creation to shine forth this play fills up many blanks covers up deficiencies and gives

[00:25:17] everything a second life especially when it is backed by genuine Merit baltazar gracian everything is judged by its

[00:25:24] appearance what is unseen counts for nothing never let yourself get lost in the crowd then or buried an oblivion

[00:25:30] Stand Out be conspicuous at all costs make yourself a magnet of attention by appearing larger more colorful more

[00:25:36] mysterious than the Bland and timid masses why Fame is important in every field of work burning more brightly than

[00:25:43] those around you is a skill that no one is born with you have to learn to attract attention at the start of your

[00:25:49] career you must attach your name and reputation to equality an image that sets you apart from other people this

[00:25:54] image can be something like a characteristic style of dress or a personality Quirk that amuses people and

[00:26:00] gets talked about once the image is established you have an appearance a place in the sky for your star

[00:26:06] our first historical example the court of Louis XIV contained many talented writers artists great Beauties and men

[00:26:13] and women of impeccable virtue but no one was more talked about than the singular Duke de Luzon the Duke was

[00:26:19] short almost dwarfish and he was prone to the most insolent kinds of behavior he slept with the king's mistress and

[00:26:26] openly insulted not only other courtiers but the king himself Louis however was

[00:26:31] so beguiled by the Duke's eccentricities that he could not bear his absences from the court it was simple the strangeness

[00:26:38] of the Duke's character attracted attention once people were entriled by him they wanted him around at any cost

[00:26:43] the great scientist Edison knew that to raise money he had to remain in the public eye at any cost almost as

[00:26:50] important as the inventions themselves was how he presented them to the public and courted attention Edison with design

[00:26:55] visually dazzling experiments to display his discoveries with electricity he would talk of future inventions that

[00:27:01] seemed fantastic at the time robots and machines that get photograph fought and

[00:27:06] that he had known the option of wasting his energy on but it made the public talk about him he did everything he

[00:27:12] could to make sure that he received more attention than his great rival Nikola Tesla who may actually have been more

[00:27:18] brilliant than he was but Ho's name was far less known in 1915 it was rumored that Edison and Tesla would be joint

[00:27:24] recipients of that Year's Nobel Prize in physics price was eventually given to a pair of English physicists only later

[00:27:30] was he discovered that the prize committee had actually approached Edison but he had turned them down by that time

[00:27:35] his Fame was more secure than Teslas and he thought it would be better to refuse the honor than to allow his rival the

[00:27:42] attention that would have come even from sharing the price let's look at six ways you can become famous and make your

[00:27:48] ideas more popular than the competitions number one attack The Sensational scandalous if you find yourself in a

[00:27:55] lowly position that offers little opportunity for you to draw attention an effective trick is to attack the most

[00:28:00] visible most famous most powerful person you can find example of Pietro aritino

[00:28:06] where a young Roman servant boy of the early 16th century wanted to get attention as a writer of verses he

[00:28:13] decided to publish a series of satirical poems ridiculing their Pope and his affection for a pet elephant the attack

[00:28:19] put eritino in the public eye immediately a slanderous attack on a person in a position of power would have

[00:28:25] a similar effect however remember to use such tactics sparingly after you have the Public's attention then the ACT can

[00:28:32] wear thin number two keep Reinventing yourself once in the Limelight you must

[00:28:37] constantly renew it by adapting and varying your method of courting attention if you don't the public will

[00:28:43] grow tired will take you for granted and will move on to a newer Star the game requires constant vigilance and

[00:28:49] creativity number three be unpredictable people feel superior to the person whose

[00:28:55] actions they can predict if you show them who is in control by playing against their expectations you will gain

[00:29:01] their respect and tighten your hold on their fleeting attention Pablo Picasso the greatest painter in the world

[00:29:07] Picasso never allowed himself to fade into the background if his name became too attached to a particular style he

[00:29:13] would deliberately upset the public with a new series of paintings that went against all expectations better to

[00:29:19] create something ugly and disturbing he believed than to let viewers grow too familiar with his work number four

[00:29:25] create an heir of mystery in a world growing increasingly banal and familiar what seems synoptic instantly draws

[00:29:32] attention never make it too clear what you're doing or about to do do not show all your cards a mayor of mystery

[00:29:37] heightens your presence it also creates anticipation everyone will be watching you to see what happens next use Mastery

[00:29:44] to be guile seduce even frightened if you do not declare yourself immediately you arouse expectation makes a little

[00:29:51] mystery with everything and the Very mystery stirs up veneration and when you explain be not too explicit in this

[00:29:58] manner you imitate the Divine way when you cause men to wander and watch Balthazar gracian once again number five

[00:30:04] better to be attacked slandered then ignored it is a common mistake to

[00:30:09] imagine that this peculiar appearance of yours should not be controversial that to be attacked is somehow bad nothing

[00:30:16] could be further from the truth to avoid being a flash in the pan and having your notoriety eclipsed by another you must

[00:30:23] not discriminate between different types of attention in the end every kind will work in your favor welcome personal

[00:30:29] attacks and feel no need to defend yourself PT Burnham the greatest entertainer in the world Burnham learned

[00:30:35] about courting attention to his favor any form of publicity would benefit his entertainment business no matter if it

[00:30:41] were bad publicity he promoted his shows of Curiosities to offenses with all kinds of gimmicks he would offer free

[00:30:47] music for Millions but hire bad musicians so the crowd would end up buying tickets to the show so they could

[00:30:53] avoid the bands he planted articles in newspapers and even sent Anonymous letters to keep his name in the

[00:30:58] Limelight number six make yourself appear larger than Life Society craves

[00:31:04] Larger than Life figures people who stand above the general mediocrity never be afraid then of the qualities that set

[00:31:11] you apart and draw attention to you Court controversy even Scandal it is better to be attacked even slandered

[00:31:17] than ignored all professions are ruled by this law and all professionals must have a bit of the showman about them

[00:31:22] rule number seven get others to do the work for you use the wisdom knowledge and legwork of

[00:31:29] other people to further your own cause not only will such assistance save you valuable time and energy it will give

[00:31:34] you an aura of efficiency and speed in the end your helpers will be forgotten and you will be remembered never do

[00:31:40] yourself what others can do for you Thomas Edison was the consumer Genius of other people's efforts after hiring a

[00:31:46] Serbian scientist and inventor by the name of Nikola Tesla who told day and night to improve Edison's Antiquated

[00:31:51] invention dynamos or as we know them today generators Tesla was told by Edison that he would receive fifty

[00:31:56] thousand dollars for redesigning the system of electrical current within a year Tesla created an improved version

[00:32:02] of the Dynamo and instead of receiving fifty thousand dollars he was given a raise by Edison who knew that his

[00:32:07] company would get all the credit for the work that was done by Tesla Nikola Tesla is a prime example of what not to do he

[00:32:13] was never credited for any of his work he was the inventor of the alternate current system AC which is synonymous

[00:32:18] with Westinghouse financials divestites left on the credit patents and riches that he would have received which

[00:32:24] approximates a 12 million dollars instead of the 216 000 that he accepted

[00:32:29] as payment he was not even acknowledged for his Patent filed in 1897 when another man Marconi took credit for

[00:32:35] inventing the radio Tesla is the true father of the radio this is a sad yet true story about a man who was obsessed

[00:32:41] with his work yet really never got the accolades or the money nor the respect that he deserved Edison on the other

[00:32:48] hand saw the requisite to hire the best in the field to do work that he himself would take credit for this does not back

[00:32:54] the question who would you rather be but it is a cautionary Lesson Four reasons why you should utilize others number one

[00:33:00] nobody likes a rundown burnt out hero if you insist on doing all the work yourself then you will never get very

[00:33:07] far hiring someone or others to do the work for you will give you a Godlike quality that others will admire take

[00:33:12] artist Peter Paul Rubens for example he assembled a vast array of outstanding artists to paint canvases so that when a

[00:33:19] client would visit Ruben's Studio it appeared to the client that Rubens was working artistly on his paintings when

[00:33:25] in essence the painting was already nearly finished number two there are some skills you do not possess hiring

[00:33:31] people who possess skills that you yourself lack is probably one of the wisest decisions you can make like in the case of artist Rubens he hired

[00:33:37] different types of artists one artist specialized in ropes another specialized in backgrounds and so on this is what

[00:33:43] enabled him to appear to be working diligently on his paintings although he had procured others to do these

[00:33:48] paintings he was able to put his name on the work it was being the genius who got the credit and the money number three

[00:33:54] standing on the shoulders of giants can be brilliantly manipulated Isaac Newton a genius and his own right made his

[00:34:01] discoveries built on the achievement of others Shakespeare borrowed plots and other works from several Riders and we

[00:34:06] can only guess how many people plagiarize The Works of Shakespeare himself using the knowledge of the past just makes you a clever borrower and

[00:34:13] this in of itself is genius number four sharing the credit with others there is absolutely nothing wrong with sharing

[00:34:20] the credit with someone especially when that someone is your Superior take Henry Kissinger the Secretary of State under

[00:34:26] Richard Nixon if it had not been for Kissinger's diplomacy Nixon's historic visit to the People's Republic of China

[00:34:31] would not have been as successful as it was knowing when to hold back by not hogging the spotlight is also a talent

[00:34:37] that will be beneficial in the long term be wise in your decision make sure that your position is unshakable or you will

[00:34:43] be accused of pushing people out of the Limelight and deception is not aware that you want to be associated with picture the vulture he has it the

[00:34:50] easiest the hard work of others becomes his work due to their failure to survive and they become his nourishment while

[00:34:56] you are working hard he is hovering do not fight him join him he is Vigilant ruthless and quiet three qualities that

[00:35:02] you must acquire to secure credit for an invention or creation until you can make it your own the credit for an invention

[00:35:07] is as important if not more important than the invention itself Bismarck once said fools say that they learn from

[00:35:13] experience I prefer to profit by others experience law number seven make other people come to you use bait if necessary

[00:35:20] 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

[00:35:26] abandoning his own plans in the process lure him with fabulous gains then attack you hold the cards Charles Norris to a

[00:35:34] tally rent the foreign minister to Napoleon can attest to this caveat tolerant was a mastermind manipulator

[00:35:39] who was behind the dramatic Escape of Napoleon after is exiled to the island of Alba Taylor and knew that Napoleon's

[00:35:45] arrogance was his weakness and he played to that weakness like a strategic poker player not showing his true feelings

[00:35:51] toward the emperor talerent bided his time made the right connections which helped create the most elaborate scheme

[00:35:56] due to dethron one of the world's most infamous people Napoleon Bonaparte these are some strategies to keep in mind

[00:36:02] during war times reacting rather than directing keep others reacting to your

[00:36:07] moves keep them on the defensive play to their ineffectiveness to stay calm aggression versus effective action don't

[00:36:15] waste a lot of energy trying to make your point bite your time like tellurent make the other person come to you set

[00:36:20] the bait control the situation know your opponent's weakness he who has control has the power master your emotions never

[00:36:28] be influenced through your anger aggressive people are never in control case and points during the

[00:36:34] russo-japanese war of 1904-1905 Japan was able to plant false

[00:36:39] information that made the Russian Fleet go six thousand miles out out of the way and forced the Russians into hostile territory the Russian seamen were weak

[00:36:46] and exhausted by the journey and although Japan had the weaker Naval militia they planted the bait which gave them the upper hand on the Russians and

[00:36:52] needless to say the Japanese crushed the Russian speakers of their reaction to the rumor now five benefits to making

[00:36:58] your opponents come to you it is a wise thing to lure your opponent on hostile ground it is a subtle way to put him on

[00:37:04] the defensive your opponent will be nervous which will cause him to rush his actions and make mistakes you want to

[00:37:10] create the illusion that your opponent is in control of this situation often times your opponent's greed desires and

[00:37:16] emotions will be their great motivator which means that they can be easily LED around and or defeated getting people to

[00:37:22] dig their own Graves forces their hand and makes you appear powerful and demand respect now is there ever a good time to

[00:37:28] go to your opponent you ask yes of course there is an exception to the rule when you should go to your opponent depending on the situation bait and

[00:37:35] weight is a wise choice but taking the lead to attack your opponent can be advantageous as well the element of

[00:37:40] surprise does not give the opponent to think of a counter-attack they are left at your mercy and must respond to your

[00:37:46] terms your biggest issue is to know what tactic to use and the right time to use it the bait and wait or to strike with

[00:37:51] force that is the Dilemma you can be like the bear hunter who lays the HoneyBaked trap he doesn't exhaust

[00:37:57] himself and risk his life to find the bear he lays a trap and waits patiently for the bear to come to him or if time

[00:38:02] is not on your side strike quickly to intimidate in control choose your approach wisely win through your actions

[00:38:08] never through arguments any momentary Triumph you think you've gained through argument is really a

[00:38:13] fairic victory the resentment and ill will you stare up is stronger and lasts longer than any momentary change of

[00:38:18] opinion it is much more powerful to get others to agree with you through your actions without saying a word

[00:38:24] demonstrate do not explicate take the example of the engineer in Athens receiving orders from his

[00:38:30] Commander musianos the center largest ships Mast to be used to help in the siege of the town of pergomos the

[00:38:36] engineer argued that what the commander needed was not the larger Mast but the smaller which would be better suited for

[00:38:41] the task lucianos was infuriated and sent for the engineer who continued to try to explain his reasoning for sending

[00:38:47] the smaller Mast for his Disobedience he was flocked and scorched with rods until he died the engineer's argument went on

[00:38:55] deaf ears nobody cared whether or not it was more prudent to use the smaller Mast the effect of the matter was that a

[00:39:01] superior gave a command and he decided that by insulting the intelligence of his master by arguing was more important

[00:39:07] unlike Michelangelo the engineer did not exercise the correctness of his ideas indirectly when Florence's mayor Pierro

[00:39:14] sorderini told Michelangelo that the nose on a sculpture that he had been commissioned to do of a young David with

[00:39:19] sling in hand was too big he did not argue that the nose was just right Michelangelo merely took the mayor onto

[00:39:25] the scaffolding and gave the appearance of changing the nose so the Rini was pleased and no one was offended you've

[00:39:32] definitely heard the old adage actions speak louder than words actions and demonstrations are much more powerful

[00:39:37] than any rhetoric that one can spew out his mouth there are no offensive words no possibility of misinterpretation no

[00:39:44] one can argue with demonstrated proof as baltazar gracian remarks the truth is generally seen rarely heard yet Beyond

[00:39:51] actions the most powerful persuasion is symbolic symbols like a flag or Mythic story or monument is something we all

[00:39:57] understand without the exchanging of one word Henry Kissinger who in 1979 suddenly broke off an intense meeting

[00:40:04] with the Israelis over the return of the Sinai desert to go sightseeing on an ancient place in Masada Masada is worth

[00:40:10] 7 000 Jewish warriors were set to commit mass suicide in 1873 rather than give in

[00:40:15] to the Roman troops the Israelis knew that Kissinger's message was much more than just a warning it was a significant

[00:40:21] emotional symbol that made them think far more seriously than any oratorical rhetoric he could have placated choose

[00:40:27] your battles wisely sometimes it is the best thing to conserve your energy and walk away then there are other times

[00:40:33] when the heat of an argument will be beneficial to you on the opposite end of the spectrum it is advantageous to argue

[00:40:39] if all the convictions you can muster the more emotional the better especially when caught in a web of deception you

[00:40:44] need to draw the other person into the argument so as to distract and confuse phases of a convincing deceptive

[00:40:50] argument one fiend ignorance like the con artist Victor lustig Who Sold boxes

[00:40:56] for ten thousand dollars and claimed that the boxes could make money when confronted by Sheriff Richards of Remsen

[00:41:01] County Oklahoma that the Box did not work he acted as if he could not believe it he went as far as the sheriff if he

[00:41:09] had operated it properly this is the way to place doubt in the mind of the offended party I mean that's hilarious a

[00:41:16] box that can make money two put a technical spin or rhetoric on the deception in the case of lostig he was

[00:41:22] masterful in his wording about the Box this was nothing more than a bunch of technical jibber jabber that further

[00:41:27] confused the sheriff who then let his guard down because of his own insecurity about the function of the box

[00:41:33] 3 offer something for nothing lustig offered to give the sheriff his money back and to come back to the town to fix

[00:41:39] the Box although he knew that the box would never work and the money was not real he defused the situation that could

[00:41:44] have been deadly for him he had won the argument and was able to get the sheriff jailed for passing counterfeit bills in

[00:41:50] the process law number 10 infection avoid the unhappy and unlucky

[00:41:56] you can die from someone else's misery emotional states are as infectious as diseases you may feel you're helping the

[00:42:03] drowning man but you're only precipitating your own disaster the unfortunate sometimes draw Misfortune on

[00:42:09] themselves they will also draw it on you associate with the happy and fortunate instead the infactory possesses an

[00:42:16] inward instability that radiates outward drawing disaster to all that they touch Mary Gilbert AKA Lola Montes of Ireland

[00:42:23] was one such person Lola found herself in the role of a courtesan prostitute of the Royal Court in today's society Lola

[00:42:29] would be considered a gold digger she only sought out men with high social standing in the community that she could

[00:42:34] use for her own gain once she would have her hooks in these men their slow demise began one of her victims was King Ludwig

[00:42:41] of Bavaria who felt compelled to help Lola yet once he was warned of the dangers of his affair with her he could

[00:42:47] not seem to resist Lola's Aura and almost found his once peaceful country in a state of Civil War it was not until

[00:42:54] then that the king finally ordered Lola to leave but a month after she left King Ludwig was forced to relinquish his

[00:43:00] throne there are many men who suffered because of their association with Lola Montes King Ludwig said that he was

[00:43:06] Bewitched by Lola Lola was an unstable incurable and infectious character type this is not to say that these

[00:43:12] characteristics are only restricted to women this is to say that there are some people whose emotions are so powerful

[00:43:17] that they infect the very soul of the people that they touch how to recognize an infector they draw Misfortune upon

[00:43:24] themselves they have a turbulent past they have a long line of broken relationships they have an unstable

[00:43:30] career they have a forceful character that sweeps you up and makes you lose reason they have a desire to destroy and

[00:43:36] unsettle and is chronically dissatisfied they have great effect on the world around them and what do you do when you

[00:43:42] meet one don't argue with them this is part of how they trap you don't try to help them no matter what they say don't

[00:43:47] pass the person on to your friends or you will become enmeshed fleeting factors presence or suffer the

[00:43:52] consequences learn to fear the power of infection there is risk of associating with infectors is that you will waste

[00:43:58] valuable time and energy trying to free yourself through a kind of guilt by association you will also suffer in the

[00:44:04] eyes of others on the other side of the spectrum of infectors are those people who attract happiness through their good

[00:44:09] sheer natural Beyonce and intelligence they are a source of pleasure and you must associate with them to share in the

[00:44:16] prosperity they draw upon themselves all positive qualities can affect us by taking advantage of the emotional side

[00:44:21] of this osmosis may be difficult now I put down five ways to affect positive change through your associations if you

[00:44:28] are miserably by Nature associate with the generous and they will infect you opening up everything that is tight and

[00:44:33] restricted in you only generous Souls attain greatness if you are gloomy gravitate to the cheerful if you are

[00:44:40] prone to isolation force yourself to befriend the gregarious never associate with those who share your defects they

[00:44:46] will reinforce what holds you back one simple example is the meth head who tries to break out of the cycle of drugs

[00:44:53] and still just hangs out with his other meth head friends it just a very difficult environment and five only

[00:44:58] create associations with positive affinities so to quote Balthazar Grecian once again recognized the fortunate so

[00:45:05] that you may choose their company and the unfortunate so that you may avoid them Misfortune is usually the crime of

[00:45:10] folly and among those who suffer from it there is no malady more contagious never open your door to the least of

[00:45:16] misfortunes for if you do many others will follow in its train do not die of another's misery goal number 11 learn to

[00:45:24] keep people dependent on you to maintain your Independence you must always be needed and wanted the more you are

[00:45:29] relied on the more freedom you have make people depend on you for their happiness and prosperity and you have nothing to

[00:45:34] fear never teach them enough so that they can do without you necessity rules the world people rarely act unless

[00:45:40] compelled to if you create no need for yourself then you will be done away with at first opportunity if on the other

[00:45:45] hand you understand the laws of power and make others depend on you for their welfare if you can counteract their

[00:45:51] weakness with your own Iron and blood as Bismarck said then you will survive your Masters just as he did you will have all

[00:45:56] the benefits of power without the Thorns that come from being a master Bismarck understood the importance of keeping

[00:46:02] people dependent he sought out the weak ruler Frederick William IV King of Prussia and created a relationship of

[00:46:08] dependency he was a key player in restoring the king's power so much that when the king died his brother who

[00:46:13] preceded him depended on Bismarck as well Bismarck became their strength intelligence and their spine in the process he became a powerful force to

[00:46:20] reckon with he was The Man Behind The Throne calling the shots now 10 ways to manipulate Power number

[00:46:26] one do seek out weak people in power seeking out those already in power is foolish they will swallow you up and

[00:46:33] spit you out they do not need anything from you number two get people to do as you wish without force or hurt if you

[00:46:39] have to bully someone into doing what you want that is not power the key is making the person believe that their

[00:46:44] services are needed and without you they will be completely lost number three and mash yourself in the work of your

[00:46:50] Superior by doing this your Superior knows that to get rid of you is futile they cannot afford to train another

[00:46:56] without losing time and a lot of money number four possess a talent and creative skill that simply cannot be

[00:47:02] replaced people think twice before getting rid of you because to get rid of you may spell disaster or even death a

[00:47:08] little over exaggerated here if you're in the office right I mean deaf but looking back that is very much the case

[00:47:14] number five create a situation in which you can always latch on to another Patron this just simply means you have

[00:47:21] other places that will welcome your skills and talents in your sights your employer knows that they cannot easily

[00:47:26] find another work with your particular Talent so they will jump hoops to keep you in their employee number six have

[00:47:32] the appearance of specialized knowledge and skill this gives you leeway in your ability to deceive those above you into

[00:47:37] thinking they cannot do without you it is always in your power to make your skills indispensable number seven wrap

[00:47:44] yourself around the source of power you have placed yourself in a position that to cut you away would cause great trauma

[00:47:49] you do not necessarily have to entwine yourself around the superior another person will do as long as he or she too

[00:47:55] is indispensable in the chain number eight use the secret intelligence tactic by knowing people's secrets you seal

[00:48:01] your position with them downside to this is that the paranoia and insecurity that the power that it provides cancels

[00:48:06] itself out what good is power without peace number nine do not imagine your superiors dependence on you will make

[00:48:12] them love you it is more likely that they resent and fear you which is better that they fear the consequences of

[00:48:18] losing you rather than out of law for your company number 10 better to place yourself in a position of mutual

[00:48:23] dependence the weakness of making others depend on you is that you are in some measure dependent on them although this

[00:48:29] is true you will not have the unbearable pressure of being on top and your Superior will in essence be your slave

[00:48:34] for he will depend on you Louis XI the great spider king of France once asked this astrologer to tell of his own fate

[00:48:41] and how long he had to live the astrologer replied I shall die just three days before your majesty the King

[00:48:47] was waxed because he had planned to kill the astrologer that day fearing the astrologer had killed people to prove

[00:48:53] his forecasting or that his might in astrology was real and therefore dangerous in of itself the king spared

[00:48:59] his life looked after him gave him gifts and even had several doctors check himself to ensure he would live as long

[00:49:05] as possible the astrologer actually survived the King by several years proving his Mastery of power on number

[00:49:11] 12 use selective honesty to disarm your victim one sincere and honest move will cover over dozens of dishonest ones

[00:49:18] open-hearted gestures of honesty and generosity bring down the guard of even the most suspicious people once your

[00:49:23] selective honest he opens the hole in their armor you can deceive and manipulate them at will a timely gift a

[00:49:29] trojan horse will serve the same purpose 7 ways you can disarm anyone through an

[00:49:34] act of apparent sincerity and honesty this is called selective honesty who will distrust a person literally caught

[00:49:40] in the act of being honest this is an unexpected well-timed gesture that conflicts the emotions and distracts the

[00:49:46] one being disarmed and have the most brutal and cynical beast in the Kingdom eating out of your hand in ancient China

[00:49:52] this was called The Giving before the taking the giving makes it hard for the other person to see the taking Victor

[00:49:57] lustig is one of the best examples of this law at work lustig was a con man of great distinction refinement and culture

[00:50:04] and his knowledge of human Psychology was his most important characteristic he was so confident in himself that he was

[00:50:10] able to con Al Capone the most feared gangster of his time out of five thousand dollars Capone never knew what

[00:50:16] happened because lustig disarmed him through selective honesty lipstick returned fifteen thousand dollars to Capone for allowing him to take the

[00:50:22] money in order to double it in 60 days lustig took the money and left it in a safety deposit box until the 60 days

[00:50:28] were over he went back to Capone apologized profusely about the deal falling through and returned the original fifty thousand dollars Capone

[00:50:35] had already packed the stick as a con artist but when lustig returned the money it confused Capone and he dropped

[00:50:40] his guard and gave lustig five thousand dollars just for being honest number two learn to give before you take it softens

[00:50:46] the ground takes the bite out of a future request or simply creates a distraction and the giving can take many

[00:50:51] forms an actual gift a generous act a kind favor an honest admission whatever it takes number three use selective

[00:50:59] honesty on your first encounter with someone First Impressions last a long time if someone believes you are honest

[00:51:04] at the start of your relationship it takes a lot to convince them otherwise a con man by the name of Lord John Gordon

[00:51:10] Gordon proved the J gold another comment that phony Airy railroad stocks the gold had invested in was the work of top

[00:51:16] Executives at railroad gold was so grateful to Gordon Gordon that they became friends buying the controlling

[00:51:21] interest of the railroad soon Gordon Gordon betrayed gold and disappeared he was a con man but his initial Act of

[00:51:27] honesty and support had so blinded gold that it took the loss of Millions for him to see through the scheme number

[00:51:33] four you must build a reputation for honesty based on a series of Acts Duke Vu of Chang married off his daughter and

[00:51:40] killed one of his ministers in order to take over the powerful Kingdom of who the ruler of who heard that the minister

[00:51:45] was executed for telling Chang to conquer the kingdom of who whose ruler also considered the marriage of Chang's

[00:51:51] daughter and other acts of kindness from Chang and let down his guard a few weeks later Chang forces swept through who and

[00:51:57] took the country never to relinquish it number five only few people can resist a

[00:52:02] gift even from the most hardened enemy which is why it is often the perfect way to disarm people a gift brings out the

[00:52:08] child in US instantly lowering our defenses although we often view other people's actions in the most cynical

[00:52:13] light we rarely see the Machiavellian element of a gift which quite often hides ulterior motives a gift is the

[00:52:19] perfect object in which to hide a deceptive move number six practice the tactic with caution unless you can make

[00:52:25] the gesture seem sincere and heartfelt to do not play with fire if people see through it their disappointed feelings

[00:52:31] of gratitude and warmth will become the most violent hatred and distrust and lastly number seven it is better to play

[00:52:37] the Rogue when you have a history of Deceit behind you no amount of honesty generosity or kindness will fool people

[00:52:43] in fact it will only call attention to itself once people have come to see you as deceitful to act honest all of a

[00:52:49] sudden is simply suspicious other deceptiveness will sometimes cover Your Tracks even making you admired for the

[00:52:54] honesty of your dishonesty law number 13 asking for help appealed to people's self-interest if you need to turn to an

[00:53:01] ally for help do not bother to remind him of your past assistance and Good Deeds he will find a way to ignore you

[00:53:07] instead uncover something in your request or in your alliance within that will benefit him and emphasize it out of

[00:53:13] all proportion he will respond enthusiastically when he sees something to be gained for himself self-interest

[00:53:18] is the lever that moves people the art of asking people for help depends on your ability to understand the person

[00:53:24] you dealing with and not to confuse your needs with theirs know that even the most powerful person is locked inside

[00:53:30] needs of his own and that if you make no appeal to his self-interest he merely sees you as a desperate or at best a

[00:53:36] waste of time what not to do when making your appeal number one don't bring up the past bringing up the past rather

[00:53:42] good or bad will not help you in your cause the justice and nobility of your cause will not Prevail not only is a man

[00:53:48] not obliged to be grateful gratitude is often a terrible burden that he gladly discards it is best to speak

[00:53:55] pragmatically to pragmatic people people rarely act against their own interests like in the case of the corcorans and

[00:54:01] the Corinthians who were at the brink of war with one another they both wanted to win over the Athenians as an ally

[00:54:07] because to do so would surely win the war both sides were to send representatives to plead their case to

[00:54:12] the Athenians the kokira representative could only offer one thing and there was an alliance of mutual interest to create

[00:54:18] a formidable force that could intimate the Rival state of Sparta the representative from Corinth only talked

[00:54:23] about their past relationship with Athens and went on to list the many services Corinth had performed for Athens and the importance of showing

[00:54:30] gratitude towards France needless to say the Athenians were offended by the Corinthian Ambassador by his subtle way

[00:54:35] of asking them to feel guilty about Pastor neurosities the Athenians could have cared less and allied with the

[00:54:41] coherence number two don't be trapped in your own wants and desires do not start from the assumption that the people you

[00:54:48] are appealing to have a selfless interest in helping you don't talk as if your needs matter to people they

[00:54:53] probably could care less especially referring to larger issues a great cause or grand emotions such as love and

[00:54:59] gratitude when simple everyday realities would have much more appeal when the Dutch began to arrive in Japan in great

[00:55:04] numbers to the Japanese emperor was much relieved he needed Europeans for their know-how and guns and navigation and

[00:55:11] here at last where Europeans who cared nothing for spreading religion the Dutch Wanted only to trade yegrassu swiftly

[00:55:17] moved to evict the Portuguese who were desperately trying to convert the Japanese people to Catholicism from then

[00:55:22] on he would only deal with the practical the Dutch Japan and Holland were vastly different cultures but each share the

[00:55:28] Timeless and Universal concern self-interest number three don't confuse your needs with others once you make

[00:55:34] people see how you can in some way meet their needs or Advance their costs their resistance to your request for help will

[00:55:39] magically fall away at each step on the way to acquiring power you must train yourself to think your way inside the

[00:55:45] other person's mind to see their needs and interests to get rid of the screen of your own feelings that obscure the

[00:55:50] truth Master this art and there will be no limits to what you can accomplish the motivation for most people is

[00:55:56] superiority believe it or not there are people who are not motivated through cynical self-interests these are people

[00:56:01] who thrive on opportunities to display their good heart they prefer to be able to exercise charity mercy and Justice

[00:56:08] which are their ways of feeling Superior to you because of their Superior position if you ask this person for help

[00:56:14] you emphasize their power and position the only requirement from you is that all of this is done in public the more

[00:56:20] public the better it is truly their pleasure to give and to be seen give they are dying to fund your project to

[00:56:26] introduce you to powerful people this is the one that intoxicates them you must have the wisdom to distinguish the

[00:56:32] differences among powerful people and figure out what makes them tick when they ooze greed do not appeal for their

[00:56:37] charity when they want to look charitable and Noble do not appeal to their greed this law is crazy important

[00:56:43] in everyday tasks I assure you at first I had trouble seeing it as well but then I realized that my friends and even my

[00:56:49] family take this way of course not always but if you have a request appeal to their self-interest law number 14

[00:56:56] poses a friend work as a spy knowing your rival is critical use spies to

[00:57:02] gather valuable information that will keep you a step ahead better still play this by yourself in polite social

[00:57:08] encounters learn to probe ask indirect questions to get people to reveal their weaknesses and intentions there is no

[00:57:14] occasion that is not an opportunity for Artful spying five reasons to secretly put the client

[00:57:20] staff on your payroll you will gain some valuable information you will know their comings and goings changes in taste and

[00:57:26] other such tidbits of information that will be Priceless you will appear to be all-knowing because you will be one step

[00:57:32] ahead of your competition your knowledge of your mark can also make you seem Charming so well can you anticipate

[00:57:38] their desires and lastly no one sees the source of your power and what they cannot see they cannot fight but there's

[00:57:44] also a few risks connected to hiring spies you have little control over the people who are doing the work perhaps

[00:57:50] they will ineptly expose your spying and they may secretly turn against you therefore here are 6 tips on the art of

[00:57:57] spying poses a friend while secretly gathering information people will think that you genuinely like them and mistake

[00:58:03] your interest as friendship learn to possess the ability to suppress your thoughts in the conversation speak only

[00:58:09] when necessary learn to make others talk endlessly about themselves they will inadvertently reveal their intentions

[00:58:16] and plans when you're having a little chat and there's an awkward silence to it the other person will do everything

[00:58:21] they can to fill these silences and doing so they're likely to say something foolish or even reveal something about

[00:58:28] themselves that they better not have talked about organized social Gatherings with people whom you're interested in

[00:58:33] knowing this is when most people's guards are down an example for such a gathering would be you throwing a party

[00:58:39] where there's lots of free booze alcohol that is which totally opens up the barriers for deeper conversation with

[00:58:45] some people stare up people's emotions by contradicting them in their emotional state they will reveal all kinds of

[00:58:51] truths about themselves truths you can later use against them give them a false confession this is a big one by

[00:58:58] pretending to Bear your heart to another person you make them more likely to reveal their own Secrets this can also

[00:59:04] be a test to see if you can trust the person with your secret and reveal their true character loyalty and honesty this

[00:59:10] kind of knowledge is often the most valuable to predict future actions but there's also risks connected to spying

[00:59:15] directly people may begin to suspect affect your warming Secrets out of them under the disguise of conversation your

[00:59:22] search for gems of information cannot be too obvious your probing questions will reveal more about yourself and your

[00:59:28] intentions than about the information you hope to find about them information is critical to power but just as you spy

[00:59:34] on other people you must be prepared for them to spy on you one of the most potent weapons in the battle for

[00:59:39] information then is giving out false information by feeding people wrong information then you gain a potent

[00:59:45] advantage while spying gives you a third eye this information puts out one of your enemies eyes a cyclops he always

[00:59:52] misses his Target this law might seem a little paranoid but really just like the rest of the book the book can seem like

[00:59:58] everyone's out to get you and there's only enemies and deceptive manipulative players in the world this is hopefully

[01:00:04] not true but knowing about these laws you don't necessarily need to make use of them but you can easily discover

[01:00:09] others trying to use it on you which is very very helpful at least that's what I think ball number 15 crush your enemy

[01:00:17] totally all great leaders since Moses have known that a feared enemy must be crushed completely sometimes they've

[01:00:23] learned this the hard way if one Amber is left a light no matter how dimly its mothers a fire will eventually break out

[01:00:29] more is lost through stopping halfway than through total Annihilation the enemy will recover and will seek revenge

[01:00:36] crush him not only in body but in spirit the log of earning fatal antagonism's reads reconciliation is out of the

[01:00:42] question you must exterminate crush and deny them the chance to return to haunt you such is the case of Xiang Yu and his

[01:00:49] enemy leopan Xiang had proven his ruthlessness on many an occasions but with Liu Pang he acted differently every

[01:00:55] time he had his rival in his hands something made him hesitate a fatal sympathy or respect for the man who had

[01:01:00] once been a friend and comrade in arms but the moment Xiang made it clear that he intended to do away with Liu yet

[01:01:06] failed to accomplish it he sealed his own Doom Liu would not suffer the same hesitation once the tables were turned

[01:01:12] now Xiang Yu was on the run from Liu and when he came upon a small group of his own retreating soldiers he cried out out

[01:01:18] I hear lupang has offered 1 000 pieces of gold and a thief of 10 000 families for his head let me do you a favor he

[01:01:24] danced as his own throat and dies it is not of course a question of murder it is a question of banishment sufficiently

[01:01:30] weakened and then exiled from your world your enemies are rendered harmless they have no hope of recovering insinuating

[01:01:36] themselves and hurting you and if they cannot be banished at least understand that they are plotting against you and

[01:01:42] pay no heat to whatever friendliness they've been but sometimes it is better to let your enemies destroy themselves

[01:01:47] leave your enemy and Escape Route a retreat is the ultimate demoralizing defeat let them be the Agents of their

[01:01:53] own destruction the result will be the same the risk of crushing an enemy is you and bitter them so much that they

[01:01:59] spend years and years plotting Revenge do not let your guard down but simply crush them again brutal chapter of the

[01:02:05] book now whatever history looks like um we're not talking about killing people nowadays right I hope all of you

[01:02:12] sociopaths out there understand that but one real example is you get bullied at

[01:02:17] school or University whatever you got a tall dude who's stronger than you beating you up and taking your lunch

[01:02:22] money what are you gonna do are you just going to accept that that you're the victim and that you supposedly fit into

[01:02:28] that role perfectly you gotta hit them right back one martial artist name I forgot has a video on YouTube I'll link

[01:02:34] it in the description where he explains this I hope you found this resourceful and you're not just going to take a

[01:02:39] sledgehammer now and attack your boss at work tomorrow but but these are definitely some ideas that you have to

[01:02:45] consider during war times law number 16 use absence to increase respect and honor too much circulation makes the

[01:02:52] price go down the more you're seen and heard from the more common you appear if you're already established in a group

[01:02:57] temporary withdrawal from it will make you more talked about even more admired you must learn when to leave create

[01:03:03] value for scarcity at the start of an affair you need to heighten your presence in the eyes of the other if you

[01:03:08] have sent yourself too early you may be forgotten but once your Lover's emotions are engaged and the feeling of love has

[01:03:14] crystallized absence in flames and excites giving no reason for your absence excites even more the other

[01:03:19] person assumes he or she is at fault while you are away the Lover's imagination takes flight and they

[01:03:25] stimulated imagination cannot help but make love grow stronger conversely when you become too present too accessible

[01:03:31] leaving no room for the imagination the more you pursue the less they love you man that's why when I don't write back

[01:03:37] in a week she's already nagging and you know giving me about it I'm sure you know that we're busy growing our

[01:03:43] Empire right what withdraws what becomes scarce suddenly seems to deserve a

[01:03:48] respect and honor what stays too long inundating us with its present makes us disdain it take the romance of Sergio

[01:03:55] the balloon and Madam she's just going I'm just going to call

[01:04:00] her Julian was the perfect Knight who wrote poetry and songs to Madame gwema she

[01:04:07] felt deeply in love with him but because he wanted to feel the ultimate Bliss that comes with reconciliation after a

[01:04:13] quarrel he feigned great anger with her and left in order for his plan to work she would have to be upset with him but

[01:04:19] his leaving only made her long for him more so his plan in essence had backfired when he saw her again he drove

[01:04:25] her away with harsh words and threatening gestures that she while never to see him again he regretted what

[01:04:30] he had done so he wrote to javiak but the lady would not receive him and ordered her servants to chase him away

[01:04:35] over the next year sir juyong wrote many letters and poems to her and was miserable without her she finally

[01:04:41] forgave him and this is when he finally experienced the joy that comes with reconciliation after a quarrel okay

[01:04:47] picking up women in the late middle age what the hell absence diminishes minor

[01:04:52] passions and inflames great ones as the wine thouses a candle and fans of fire here are the 10 games of hide and seek a

[01:05:00] strong presence will draw power and attention to you shine more brightly than those around you too much presence

[01:05:06] creates the opposite effect the more you've seen and heard from the more your value degrades you must learn to

[01:05:12] withdraw yourself before you are unconsciously pushed away starve the other person off your presence

[01:05:17] force their Respect by threatening the possibility that they will lose you for good by completely withdrawing for a

[01:05:24] while you create a kind of death before death when you come back it will be as if you had come back from the dead and

[01:05:30] lastly an air of Resurrection will cling to you and people will be relieved at your return the other side of the coin

[01:05:36] this law only applies once this law only applies once a certain level of power has been attained the need to withdraw

[01:05:43] only comes after you have established your presence leave too early and you do not increase your respect you are simply

[01:05:49] forgotten when you are first entering onto the world stage create an image that is recognizable reproducible and is

[01:05:55] seen everywhere until that status is attained absence is dangerous instead of Fanning the Flames it will extinguish

[01:06:01] them law number 17 cultivate an air of unpredictability humans are creatures of

[01:06:07] habit with an insatiable need to see familiarity in other people's actions your predictability gives them a sense

[01:06:13] of control turn the tables be deliberately unpredictable behavior that seems to have no consistency or purpose

[01:06:19] will keep them off balance and they will wear themselves out trying to explain your moves taken to an extreme this

[01:06:24] strategy can intimidate and terrorize so here's five ways to keep your opponent off balance appear to have no clear

[01:06:31] strategy scramble old patterns alter your behavior to improvise and overcome

[01:06:36] the weight of routine and habit unsettle those around you to keep the initiative on their side strike without warning to

[01:06:43] make others tremble when they least expect it to illustrate this law we will use the game of chess chess contains the

[01:06:49] concentrated essence of life first because the wind you have to be supremely patient and far-seeing and

[01:06:54] second because the game is built on patterns whole sequences of moves that have been played before and will be

[01:07:00] played again with slight alterations in any one match your opponent analyzes the patterns you are playing and uses them

[01:07:07] to try to foresee your moves allowing him nothing predictable to base his strategy on gives you a big advantage in

[01:07:13] chess as in life when people cannot figure out what you're doing they are kept in a state of Terror way getting uncircum confused it is a device that

[01:07:20] the powerful have used for centuries scrambling your patterns on a day-to-day basis will cause a steer around you and

[01:07:26] stimulate interest people will talk about you ascribe motives and explanations that have nothing to do with the truth but they keep you

[01:07:32] constantly in their minds in the end the more capricious you appear the more respect you will Garner only determinally subordinate acts in a

[01:07:39] predictable manner two reasons that predictability will work in your favor one it sets up a smoke screen a

[01:07:45] comfortable front behind which you can carry on deceptive actions and second it allows you on rare occasions to do

[01:07:51] something completely against the pattern unsettling your opponents so deeply he will fall to the ground without being pushed in 1974 Muhammad Ali and George

[01:07:59] Foreman were scheduled to fight for the world heavyweight boxing championship in a press conference before the big fight

[01:08:04] he said he was going to change his style and punch it up with Foreman no one leaves of all four men believe this for

[01:08:10] a second to everyone's amazement Ali did exactly what he had said he would do as Foreman waited for him to dance around

[01:08:16] Ali went right up to him and slugged it out he completely upset his opponent's strategy at a loss Foreman ended up

[01:08:22] wearing himself out not by chasing Ali but by throwing punches wildly and taking more and more counter punches

[01:08:28] finally Ali landed a dramatic red cross that knocked out Foreman the habit of assuming that a person's Behavior will

[01:08:34] fit his previous patterns is so strong that not even at least announcement of a strategy change was enough to upset it

[01:08:40] Foreman walked into the Trap the Trap he had been told to expect warning this law

[01:08:45] just like many other laws of the book can backfire on you if not practice with caution unpredictability can work

[01:08:51] against you sometimes especially if you are in a subordinate position there are times when it is better to let people

[01:08:57] feel comfortable and settled around you than to disturb them too much unpredictability will be seen as a sign

[01:09:02] of indecisiveness or even of some more serious psychic problem such power should only be used judiciously

[01:09:07] isolation is dangerous the world is dangerous and enemies are everywhere everyone has to protect themselves a

[01:09:14] fortress seems the safest but isolation exposes due to more dangers than it protects you from it cuts you off from

[01:09:20] valuable information it makes you conspicuous and uneasy Target better to circulate among people find allies and

[01:09:27] mingle you are shielded from your enemies by the crowd here's 5 dangers that isolation brings you lose contact

[01:09:33] with the sources of your power you lose your ear for what is happening around you you lose your sense of proportion

[01:09:39] you cut yourself off from the kind of knowledge on which your life depends you cannot hear what is happening around you

[01:09:45] including the plots against you it becomes harder to break out of your isolation when you choose to it sinks

[01:09:51] you deep into its quicksand without your noticing compare and conscious the lives of jinxi huangti the first emperor of

[01:09:58] China and Louis XIV after outlawing the writings and teachings of the great philosopher Confucius SI huangti made

[01:10:04] many enemies and he grew constantly afraid and even paranoid Louis XIV on the other hand very early grasped the

[01:10:10] truth that for a king to isolate himself is Gravely dangerous the emperor withdrew deeper and deeper into his

[01:10:15] Palace to protect themselves and he slowly lost control of the realm he slept in a different room every night and anyone who inadvertently laid eyes

[01:10:22] on him was instantly beheaded King Louis bedroom occupied the literal center of the Palace of Versailles and was the

[01:10:28] focus of everyone's attention due to his absence on news and ministers enacted

[01:10:33] political policies without his approval or even his knowledge and also plotted against him Louis XIV knew that if he

[01:10:39] was absent conspiracies would spring up like mushrooms after rain animosities will crystallize into factions and

[01:10:45] Rebellion will break out before he has the time to react SI Huang traveled Incognito disguising himself carefully

[01:10:51] on one such trip through the provinces he suddenly died he died alone far from his wives his family his friends and his

[01:10:58] courtiers accompanied only by a minister and a handful of our news some speculate that he was poisoned by the same

[01:11:04] scheming ministers who encouraged his isolation Louis XIV on the opposite built the Palace of Versailles where

[01:11:10] everything and everyone's Focus was on him these conditions at Versailles lasted for Luis and tyreen some 50 years

[01:11:16] of relative peace and tranquility through it all not a pin dropped without Louis hearing it Place yourself at the

[01:11:22] center of activity you should be aware of everything happening on the street and of anyone who might be hatching

[01:11:27] plots against you do not feel threatened this is a dangerous way to start becoming paranoid do not Retreat and

[01:11:33] close ranks to find security in a kind of Fortress fight the desire to turn inward do not rely on information from a

[01:11:40] small circle and lose perspective on events around you do not lose maneuverability and become an easy target as in Warfare and most games of

[01:11:47] strategy isolation often precedes defeat and death make yourself more accessible seek out old allies and make new ones

[01:11:54] force yourself into more and more different circles if you need time to think then choose isolation only as the

[01:12:00] last resort and only in small doses be careful to keep your way back into Society open you need to be permeable

[01:12:06] able to float in and out of different circles and mix with different types that kind of mobility and social contact

[01:12:11] will protect you from plotters who will be unable to keep secrets from you and from your enemies who will be unable to

[01:12:17] isolate you from your allies always on the move you mix and mingle in the rooms of the palace never sitting or settling

[01:12:23] in one place no Hunter can fix his aim on such a swift moving creature law number 19 do not offend the wrong person

[01:12:31] 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 deceive or

[01:12:38] outmaneuver some people and they will spend the rest of their life seeking Revenge they are wolves in Lamb's

[01:12:43] clothing choose your victims and opponents carefully never offend or deceive the wrong person here are the

[01:12:49] five most dangerous and difficult types of people that you will definitely stumble upon at some point in your life number one the arrogant and proud man

[01:12:57] although he may initially disguise it this man's touchy Pride makes him very dangerous any perceived slight will lead

[01:13:03] to avengeance of overwhelming violence you may say to yourself but I only said such and such at a party everyone was

[01:13:10] drunk it doesn't matter there is no sanity behind his overreaction so do not waste time trying to figure him out if

[01:13:16] at any point in your dealings with a person you sense as oversensitive with overactive Pride flea run away whatever

[01:13:22] you're hoping for from this person isn't worth it number two the hopelessly insecure man this man is related to the

[01:13:28] proud and arrogant type but is less violent and harder to spot what his ego is fragile his sense of self insecure

[01:13:34] and if he feels himself deceived or attacked the hurt will simmer he will attack you in bites that will take

[01:13:40] forever to get big enough for you to notice if you find you have deceived or harmed such a man disappear for a long

[01:13:45] time do not stay around him or he will nibble you to death number three Mr suspicion he sees what he wants to see

[01:13:52] usually the worst in other people and imagines that everyone is after him Mr suspicion is in fact the least dangerous

[01:13:58] of the three genuinely unbalanced he is easy to deceive Justice Stalin himself was constantly deceived play on his

[01:14:04] suspicious nature to get him to turn against other people but if you do become the target of his suspicions watch out number four the serpent with a

[01:14:12] long memory if hurt or deceived this man will show no anger on the surface he will calculate and wait then when he is

[01:14:19] in a position to turn the tables he will extract a Revenge marked by a cold-blooded shrewdness recognize this

[01:14:25] man by his calculation and cunning in the different areas of his life he is usually cold and unaffectionate be

[01:14:30] doubly careful of this snake and if you have somehow injured him either crush him completely or get him out of your

[01:14:36] sight number five the plane unassuming and often unintelligent man the danger

[01:14:41] with this man is not that he will harm you or seek revenge but merely that he will waste your time energy resources

[01:14:47] and even your sanity in trying to deceive him have a test ready for him a joke or a story if his reaction is

[01:14:53] utterly literal this is the type you're dealing with continue at your own risk five final words of caution one in

[01:15:00] judging and measuring your opponent never rely on your instincts you will make the greatest mistakes of all if you

[01:15:05] rely on such in exact indicators nothing can substitute for Gathering concrete knowledge study and spy on your opponent

[01:15:12] for however long it takes this will pay off in the long run number two never trust appearances anyone with a

[01:15:19] Serpent's heart can use a show of kindness to cloak it a person who is blustery on the outside is often really

[01:15:25] a coward learn to see through appearances and their contradictions never trust the version that people give of themselves it is utter really

[01:15:31] unreliable three if you want to turn people down it is best to do so politely and respectfully even if you feel the

[01:15:38] request is impudent or they're offered ridiculous never reject them with an insult until you know them better you

[01:15:44] may be dealing with a Genghis Khan four some people's insecurity and ego fragility cannot tolerate the slightest

[01:15:51] offense to see if you're dealing with such a type test them first make say a mild joke at their expense a confident

[01:15:57] person will laugh an overly insecure one will react as if personally insulted if you suspect you're dealing with this

[01:16:03] type find another victim number five swallow the impulse to offend even if

[01:16:09] the other person seems weak the satisfaction is meager compared to the danger that someday he or she will be in

[01:16:14] a position to hurt you all right that's almost it for this law let me elaborate more on why I chose

[01:16:20] this Hitler figure in the first part I know it's not the best example and I also know it's not the only reason he

[01:16:26] blamed the Jewish people he played the blame game propaganda people were pissed at losing the first world war and having

[01:16:32] to pay reparations having scarce resources and so on and he made the Jewish people responsible for it but

[01:16:38] before all that Hitler was living on the streets trying his luck as an artist yes Adolf Hitler did paintings and when he

[01:16:44] reached out to museums and art shows he was deeply hurt a lot of these organizations were owned by Jewish

[01:16:50] people who he took personal offense to never offend the wrong person law number 20 do not commit to anyone it is the

[01:16:57] fool who always rushes to take sides do not commit to any side or cause but yourself by maintaining your Independence you become the master of

[01:17:04] others playing people against one another making them pursue you do not commit to anyone but recorded by all if

[01:17:09] you allow people to feel they possess you to any degree you lose all power over them by not committing your

[01:17:15] affections they will only try hard to win you over stay aloof and gain the power that comes from their attention

[01:17:20] and frustrated desire play the Virgin Queen give them hope but never satisfaction the aura of power grows

[01:17:26] with time you must learn the tricks that will enhance your image emanate mystery and desirability never discouraging

[01:17:32] anyone's hopes but never yielding when you hold yourself back you incore not anger but a kind of respect you

[01:17:37] instantly seem powerful because you make yourself ungraspable rather than succumbing to the group or to the relationship as most people do as your

[01:17:44] reputation for Independence grows more and more people will come to desire you wanting to be the one who gets you to

[01:17:49] commit the moment you commit the magic is gone people will try all kinds of underhanded methods to get you to commit

[01:17:55] they will give you gifts shower you with favors all to put you under obligation accept the gifts and favors if you so

[01:18:01] desire but be careful to maintain your inner aloofness you cannot inadvertently allow yourself to feel obligated to

[01:18:07] anyone encourage the attention stimulate their interests but do not commit at any cost the goal is not to put people off

[01:18:13] or to make it seem like you are incapable of commitment you have to bend to their attention occasionally then but

[01:18:19] never too far desire is like a virus if we see that someone is desired by other people we tend to find this person

[01:18:24] desirable as well like the Virgin Queen you need to steer the pot excite interest and lure people with the

[01:18:30] possibility of having you do not commit to anyone stay above The Fray do not let people drag you into their Petty fights

[01:18:36] and squabbles seem interested and supportive but find a way to remain neutral let others do the fighting while

[01:18:42] you stand back watch and wait when the fighting parties are good and tired they will be ripe for the picking you can

[01:18:48] make it a practice in fact the stair of quells between other people and then offer to mediate gaining power as they

[01:18:53] go between master your emotions do not allow whatever compassion and pity you possess to suck you in you must seem

[01:18:59] interested in other people's problems even sometimes appear to take their side you must maintain your inner energy

[01:19:05] Insanity by keeping your emotions disengaged never let your interest in their Affairs and Petty squabbles go

[01:19:10] beyond the surface give them gifts listen with a sympathetic look even occasionally play the charmer but

[01:19:15] inwardly keep them all at arm's length by refusing to commit and thus maintaining your autonomy you retain the

[01:19:21] initiative your moves stay a matter of your own choosing not the fans of reactions to the push and pull of those

[01:19:26] around you pay attention however both parts of this law will turn against you if you take it too far the game proposed

[01:19:33] here is delicate and difficult if you play too many parties against one another they will see through the maneuver and will gang up on you if you

[01:19:40] keep your growing numbers of suitors waiting too long you will inspire not desire but distrust people will start to

[01:19:45] lose interest eventually you may find it worthwhile to commit to one side if only for appearances sake the proof you are

[01:19:51] capable of attachment even then however the key will be to maintain your inner Independence to keep yourself from

[01:19:57] getting emotionally involved preserve the unspoken option of being able to leave at any moment and reclaim your

[01:20:02] freedom if the sight you are allied with starts to collapse the friends you made while you were being courted will give

[01:20:07] you plenty of places to go once you jump ship Casanova one of the greatest seduces in history use this lot to make

[01:20:12] himself more desired by women when he'd pursue more than one at a time they want wanted to win him over outdoing all

[01:20:18] other women in the process he was the price they would win in this competition a person having more than a few options

[01:20:23] can care less if one of the options Falls away law number 21 player sucker to catch a sucker no one likes feeling

[01:20:29] stupider than the next person the trick then is to make your victims feel smart and not just smart but smarter than you

[01:20:35] are once convinced of this they will never suspect that you may have ulterior motives here's six ways to appear more

[01:20:41] stupid than the mock never inadvertently installed or impugn a person's brain power subliminally reassure people that

[01:20:47] they are more intelligent than you are convince them that you are a bit of a and you can run rings around them the feeling of intellectual superiority

[01:20:54] you give them will disarm their suspicion muscles given how important the idea of intelligence is to most

[01:20:59] people's vanity make people feel they are more sophisticated than you are and their guard will calm down the swine and

[01:21:05] the tiger the Chinese have a phrase masquerading as a swan to kill the tiger this refers to an ancient hunting

[01:21:12] technique in which the hunter clothes himself in the height and snout of a pig and mimics it grunting

[01:21:17] muscular rotting as a swearing works wonders on those who like tigers are arrogant and overconfident the easier

[01:21:23] they think it is to prey on you the more easily you can turn the tables this trick is also useful if you're ambitious

[01:21:28] yet find yourself low in the hierarchy appearing less intelligent than you are even a bit of a fool is the perfect

[01:21:33] disguise look like a harmless Pig and no one will believe you Harbor dangerous Ambitions they may even promote you

[01:21:39] since you seem so likable and subservient in general then always make people believe they are smarter and more

[01:21:45] sophisticated than you are they will keep you around because you make them feel better about themselves and the longer you're around the more

[01:21:51] opportunities you will have to deceive them the mighty tiger thinks a pig is coming his way and lets it get close

[01:21:56] savoring the prospect of an easy meal but it is the hunter who has the last laugh intelligence can pay off to reveal

[01:22:03] the true nature of your intelligence rarely pays you should get in the habit of downplaying it at all times if people

[01:22:08] inadvertently learn the truth that you are actually much smarter than you look they will admire you more for being discreet than for making your brilliant

[01:22:14] show at the start of your clan to the top of course you cannot play too stupid you may want to let your bosses know in

[01:22:20] a subtle way that you are smarter than the competition around you as you climb the ladder however you should to some degree try to dampen your Brilliance

[01:22:26] there is one situation where it pays to do the opposite when you can cover up a deception with a show of intelligence in

[01:22:32] matters of smarts as in most things appearances are what count if you seem to have authority and knowledge people

[01:22:37] will believe what you say this can be very useful in getting you out of a scrape law number 23 concentrate your

[01:22:42] forces conserve your forces and energies by keeping them concentrated at their strongest point you gain more by finding

[01:22:49] a rich mind and Mining it deeper than by flitting from one shallow mind to another intensity defeats extensity

[01:22:55] every time when looking for sources of power to elevate you find the one key Patron the fat cow who will give you

[01:23:01] milk for a long time to come maybe you can relate to the following do you find yourself in a state of total distraction

[01:23:07] and diffusion hardly able to keep your mind in One Direction before you are pulled in a thousand others the modern

[01:23:13] world's level of conflict is higher than ever and you internalize it in your life the solution is a form of retreat inside

[01:23:18] yourself to the past to more concentrated forms of thought and action single-mindedness of purpose total

[01:23:24] concentration on the goal then use these qualities against people less focused such an error will find its Mark every

[01:23:30] time and overwhelm the enemy this is what happened to ancient Athens which lasted for The Faraway island of sicity

[01:23:36] and ended up losing its Empire the Romans stretched the boundaries of their empire to Encompass vast territories in

[01:23:42] doing so they increase their vulnerability and the chances of invasion from yet another Barbarian tribe their useless expansion LED their

[01:23:48] empire into Oblivion concentrate on a single goal a single task and beat it into submission you will need help from

[01:23:54] other people usually those who are more powerful than you more energy is saved and more power attained when you affixed

[01:23:59] yourself to a single appropriate source of power find out who controls the operation find out the real director

[01:24:04] behind the scenes power itself always exists in concentrated forms in any organization it is inevitable for a

[01:24:11] small group to hold the strings and often it is not those with the titles in the game of power only the full fails

[01:24:16] about without fixing his Target you cannot hit two Targets with one Arrow if your thoughts straight you miss your

[01:24:22] enemy's heart mind and arrow must become one too dangerous in concentration when fighting a stronger enemy concentrating

[01:24:28] your forces only makes you an easier Target better to dissolve into the scenery and frustrate your enemy with

[01:24:33] the elusiveness of your presence tying yourself to a single source of power has one preeminent danger if that person

[01:24:39] dies leaves or Falls from Grace you suffer in cases when you may need protection then it is often wise to

[01:24:45] unwind yourself around several sources of power such a move would be especially prudent in periods of great tumult and

[01:24:50] violent change or when your enemies are numerous the more patrons and Masters you serve the less risk you run if one

[01:24:56] of them Falls from Power such dispersion will even allow you to play one off against the other even if you

[01:25:01] concentrate on the single source of power you still must practice caution and prepare for the day when your master or Patron is no longer there to help you

[01:25:08] finally being too single-minded in purpose can make you an intolerable bore especially in the Arts of power 24 play

[01:25:15] the perfect courtier the perfect courtier drives in a world where everything revolves around power and

[01:25:21] political dexterity he has mastered the art of indirection he flatters yields the superiors and asserts power over

[01:25:27] others in the most oblique and graceful manner learn and apply the laws of courtier ship and there will be no limit

[01:25:33] to how far you can rise in the court in the past the court garnered around the ruler and had many functions besides

[01:25:39] keeping the ruler amused it was a way to solidify the hierarchy of royalty nobility in the upper classes and to

[01:25:44] keep the nobility both subordinate and close to the ruler so that he could keep an eye on them the court serves power in

[01:25:50] many ways but most of all it glorifies the ruler providing him with a microcosmic world that must struggle to

[01:25:56] please him Alexander the Great conqueror of the Mediterranean Bazaar and the Middle East

[01:26:01] through to India was mentored and tutored by the great Aristotle he complained that on his long campaigns he

[01:26:07] could not discuss philosophical matters with anyone worthy of such a conversation Aristotle suggested

[01:26:13] Alexander best take calisthenes a former pupil of Aristotle and a promising philosopher with him on his journeys but

[01:26:20] calisthenics believed in pure philosophy free from censorship he would speak his

[01:26:25] mind instead of tailoring his words carefully as Aristotle had taught him one day calistine is dared off and

[01:26:32] Alexander one too many times and was put to death being honest all the time will make more enemies than you can count

[01:26:38] criticism is to be given with Extreme Caution best avoided or given indirectly

[01:26:43] as in the next example during the Han Dynasty two thousand years ago Chinese Scholars compiled a series of writings

[01:26:50] called the 21 histories an official biography of each Dynasty in each history the scholars would write down

[01:26:57] unusual events such as earthquakes and floods that could be historically verified but among the listings one

[01:27:03] would find bizarre manifestations of two-headed sheep G's flying backward and

[01:27:08] stars suddenly appearing in different parts of the sky the emperor that the world revolved around was not easy to

[01:27:15] console many servants would find themselves fall out of favor lose their positions and even lives when you

[01:27:21] criticize someone of great power in his anger he sees the one criticizing not the criticism itself for that matter the

[01:27:28] Chinese Scholars came up with a way to hide themselves off the emperor's eyes and advise him safely inserting

[01:27:34] sightings of strange phenomena into the court Chronicles was the only way to warn him the emperor would read of moons

[01:27:40] out of orbit and realize he was being cautioned he was unbalancing the universe Jean Baptiste isabay had become

[01:27:48] The Unofficial painter of the Napoleonic Court he was to capture the historic events taking place after Napoleon's

[01:27:54] defeat and imprisonment in an epic painting tally rent main negotiator of the French and the Duke of Wellington

[01:28:00] the main negotiator of the English both approached him with the same request to be the center of attention and to be in

[01:28:06] the very center of the painting he created a painting that honored and satisfied both sides on one side the

[01:28:12] Duke enters the room and all eyes are turned toward him making him the center of attention in the very center of the

[01:28:18] painting meanwhile sits telegram a man who knows the court is master of his gestures of his eyes and off his face he

[01:28:25] is profound impenetrable he dissimulates bad offices Smiles at his enemies controls his irritation disguises his

[01:28:32] passions he lies his heart speaks and acts against his feelings Jean de la Brier law number 25 recreate yourself do

[01:28:40] not accept the rules that Society foists on you recreate Yourself by forging a new identity that commands attention and

[01:28:47] never bores the audience be the master of your own image rather than letting others Define it for you incorporate

[01:28:53] dramatic devices into your public gestures and actions your hour will be enhanced and your character will seem

[01:28:59] larger than life three ways to be the consumered chameleon you must learn to enlarge your actions through dramatic

[01:29:06] techniques such as surprise suspense the creation of sympathy and symbolic identification you must be constantly

[01:29:13] aware of your audience of what will please them and what will bore them and you must arrange to place yourself at

[01:29:19] the center to command attention and never to be upstaged at any cost because of his own obsessive interest in drama

[01:29:25] Julius Caesar was perhaps the first public figure to understand the vital link between power and theater he

[01:29:32] sublimated this interest by making himself an actor and director of the world stage even while dying he kept his

[01:29:38] sense of drama drawing the top of his gown over his face he let go of the clothes lower parts so that it raped his

[01:29:44] legs allowing him to dye covered and decent according to the Roman historian satonia says final words to his old

[01:29:51] friend Brutus who was about to deliver a second blow where in Greek and as if rehearsed for the end of a play you too

[01:29:58] my child understand the following the world wants

[01:30:04] to assign you a role in life and once you accept that role you are doomed your power is limited to the tiny amount

[01:30:10] allotted to the role you have selected or have been forced to assume an actor on the other hand plays many roles enjoy

[01:30:17] the protein power and if it is beyond you at least Forge a new identity one of your own making one that has no

[01:30:24] boundaries assigned to it by an envious and resentful world this act of defiance is Promethean it makes you responsible

[01:30:31] for your own creation your new identity will protect you from the world precisely because it is not you it is a

[01:30:37] costume you put on and take off you need not take it personally and your new identity sets you apart gives you

[01:30:43] theatrical presence those in the back rows can see you and hear you those in the front rows Marvel at your audacity

[01:30:50] the Promethean task of the powerful is to take control of the process to stop allowing others that ability to limit

[01:30:56] and mold them remake yourself into a character of power working on yourself like a should be one of your greatest

[01:31:03] and most pleasurable life tasks it makes you in essence an artist an artist

[01:31:08] creating yourself in fact the idea of self-creation comes from the world of art steps in the process of

[01:31:14] self-creation is you must be self-conscious being aware of yourself as an actor and taking control of your

[01:31:21] appearance and emotions and second you must learn self-control adopt the plasticity of the actor who can mold his

[01:31:27] or her face to the emotion required and third creation of a memorable character a character that compels attention that

[01:31:35] stands out above the other players on the stage good drama however needs more than an interesting appearance or a

[01:31:41] single standout moment drama takes place over time it is an unfolding event Rhythm and timing are critical one of

[01:31:47] the most important elements in the rhythm of drama is suspense the key to keeping the audience on the edge of

[01:31:53] their seats is letting events unfold slowly then speeding them up at the right moment according to a pattern and

[01:31:59] Tempo that you control besides covering during a multitude of sins good drama can also confuse and deceive your enemy

[01:32:05] or the dramatic effects for the repertoire include the borgeist an action at a climactic moment that

[01:32:11] symbolizes your Triumph or your boldness you must also appreciate the importance of stage entrances and exits remember

[01:32:18] that overacting can be counterproductive it is another way of spending too much effort trying to attract attention it is

[01:32:24] less what you do that matters than how you do it your gracefulness and imposing Stillness on the social stage count for

[01:32:31] more than overdoing your part and moving around too much finally learn to play many roles to be whatever the moment

[01:32:37] requires adapt your mask to the situation be protein in the face as you wear law number 26 Keep Your Hands Clean

[01:32:45] you must seem a paragon of Civility and efficiency your hands are never sold by

[01:32:51] mistakes and nasty Deeds maintain such a spotless appearance by using others as

[01:32:56] scapegoats and cat's paws to disguise your involvement conceal your mistakes have escaped goat around to take the

[01:33:02] blame our good name and reputation depend more on what we conceal than on what we reveal everyone makes mistakes

[01:33:08] but those who are truly clever manage to hide them and to make sure someone else is playing a convenient scapegoat should

[01:33:15] always be kept around for such moments understanding the workings of power and the importance of appearances shop

[01:33:21] around for the most convenient head and have it served up immediately occasional mistakes are inevitable handle them

[01:33:28] people of Power are undone not by the mistakes they make but by the way they deal with them the mistake does not

[01:33:34] vanish with an apology it deepens and festures it's better to cut it off instantly distract attention from

[01:33:41] yourself and focus attention on a convenient scapegoat do not give people time to ponder your responsibility or

[01:33:47] your possible incompetence the bloody sacrifice of the scapegoat seems a barbaric relic of the past but the

[01:33:54] practice lives on to this day if indirectly and symbolically since power depends on appearances and those in

[01:34:00] power must seem never make mistakes the use of scapegoats is as popular as ever besides conveniently shifting blame a

[01:34:07] scapegoat can serve as a warning to others example of jezare borja Robert Greene took the following right out of

[01:34:14] Nicola Machiavelli's the prince cesare Borgia used the scapegoat to gain control of large parts of Italy he gave

[01:34:20] Ramiro di orko a cruel and vigorous man absolute Powers with extreme violence he

[01:34:26] would enforce Jesus rule with brutal Justice and grow hated by the local population to guard his own reputation

[01:34:32] to avoid being associated with oracle's gruesome actions to calm the people's scream for Revenge he publicly stated

[01:34:38] that he had in no way ordered Oracle to do what he did and imprisoned beheaded and blamed him cesare had painted a

[01:34:45] pleasing picture for the public who not only wished orko's death but that his cruelty be repaid next to his headless

[01:34:52] body orcos head was spiked up on a pike to quote Achilles fighting Hector at the

[01:34:57] Temple of the Sun God why would I kill you now Young Prince if no one sees how you fall Jessica built a spectacle for

[01:35:05] everyone to see not only can you use others as scapegoats but you can make them your

[01:35:10] cat's paw in the Fable the monkey grabs the Paw of his friend the cat and uses his paw to get it to fish chestnuts out

[01:35:17] of the fire so as to get the nuts without hurting himself if there is something unpleasant or unpopular that

[01:35:23] needs to be done it is far too risky for you to do the work yourself you need a cat spa someone who does the dirty work

[01:35:30] for you the cat's paw grabs what you need hurts whom you need hurt and keeps people from noticing that you are the

[01:35:36] one responsible let someone else be the Executioner or the bearer of bad news while you bring only joy and Glad

[01:35:43] Tidings Cleopatra was more than only a woman she was a queen an empress a

[01:35:48] goddess her appearance would never be the same only ever wearing the nicest robes and assess Wars probably one of

[01:35:55] the most dangerous seductresses in history like many women still today she used her feminine qualities to get men

[01:36:02] to do as she desired at the age of 10 she witnessed her father Ptolemy the 12th get overthrown and banished by her

[01:36:09] Elder sisters Berenice emerged as the leader of the Rebellion had her other sisters imprisoned and her own husband

[01:36:15] murdered to secure her own rule this extreme violence on one of her own made the public resent her and four years

[01:36:22] later Ptolemy could return beheading the Elder sisters in 51 BC Ptolemy died and

[01:36:28] left four remaining children at heirs the eldest son the 11 years old ptolema the 13th married the elder sister

[01:36:35] Cleopatra incest was common in order to keep Royal positions and thus power in the family in a fight for power

[01:36:41] Cleopatra was exiled none dared to make the same mistake as Berenice by killing

[01:36:47] one of their own it would inevitably shed a dark light on the murderer therefore Cleopatra bided her time and

[01:36:53] scheme when she heard of Julius Caesar's plan to make Egypt a Roman Colony she arranged to see him seducing and

[01:37:00] thereafter using him as a tool to destroy her siblings and other enemies to get the throne for herself in 41 BC

[01:37:06] she you would use the same tactics on Mark Anthony she was able to reduce both of these very powerful and dangerous men

[01:37:13] to her cat's paws doing exactly what she wanted them to and that's it for this law however there is an additional

[01:37:19] lesson for men to be learned here even a great man such as Julius Caesar was tamed by feminine charm be wary of the

[01:37:26] cleopatras in today's society their numbers have grown enormously while the odds for men to become a Caesar are

[01:37:33] constantly diminishing as always thanks for watching law number 27 create a cult play on

[01:37:40] people's need to believe people have an overwhelming desire to believe in something become the focal point of such

[01:37:46] Desire by offering them a cause a new Faith to follow keep your words vague but full of Promise emphasize enthusiasm

[01:37:53] over rationality and clear thinking give your new disciples rituals to perform ask them to make sacrifices on your

[01:37:59] behalf in the absence of organized religion and Grand causes your new belief system will bring you Untold

[01:38:04] power the gimmicks of the charlatans may seem quaint today but there are thousands of charlatans Among Us still

[01:38:10] using the same tribe and true methods their predecessors refined centuries ago only changing the names of their elixirs

[01:38:17] and modernizing the look of their quotes we find these Latter-Day charlatans in all areas of life business fashion

[01:38:24] politics art many of them perhaps are following in the charlatan tradition without having any knowledge of its

[01:38:30] history but you can be more systematic and deliberate simply follow the five steps of quote making that our charlatan

[01:38:35] ancestors perfected over the yes 5 ways to create a cult keep it vague keep it

[01:38:41] simple first attract attention this you should not do through actions which are too clear and readable but through Words

[01:38:47] which are hazy and deceptive your initial speeches conversations and interviews must include the promise of

[01:38:52] something great and transformative the other a total vagueness second emphasize

[01:38:58] the visual and essential over the intellectual once people have begun together around you two dangers will

[01:39:04] present themselves a boredom boredom will make people go elsewhere B skepticism will allowed in the distance

[01:39:10] to think rationally about whatever it is you're offering blowing away the Mist you have artfully created and revealing

[01:39:15] your ideas for what they are you need to amuse the board then and ward off the cynics use theater or other devices of

[01:39:22] its kind surround yourself with luxury Dazzle your followers with visual Splendor and fill their eyes with

[01:39:28] spectacle not only will this keep them from seeing the Ridiculousness of your ideas the holes in your belief system it

[01:39:34] will also attract more attention more followers and borrow the forms of organized religion to structure the

[01:39:40] group five ways to organize your quilt like following find a way both elevating

[01:39:45] and comforting create rituals for your followers organize them into a hierarchy ranking them in Grace of sanctity and

[01:39:51] giving them names and titles that ReSound with religious overtones ask them for sacrifices that will fill your

[01:39:58] coffers and increase your power to emphasize your Gatherings quasi-religious nature talk and act like

[01:40:04] a prophet you are a priest a guru a sage a shaman or any other word that hides

[01:40:09] your real power in the midst of religion Scientology disguise your source of income your

[01:40:16] group has grown and you have structured it in a church-like form your coffers are beginning to fill with your

[01:40:21] followers money yet you must never be seen as hungry for money and the power it brings it is at this moment that you

[01:40:27] must disguise the source of your income never reveal that your wealth actually comes from your followers Pockets

[01:40:33] instead make it seem to come from the truth of your methods followers will copy your each and every move in the

[01:40:39] belief that it will bring them the same results and their imitative enthusiasm will blind them to the charlatan nature

[01:40:45] of your wealth set up an Us Versus Them Dynamic the group is now large and

[01:40:50] driving a magnet attracting more and more particles to keep your followers United you must now do what all

[01:40:57] religions and belief systems have done create an Us Versus Them Dynamic make sure your followers believe they are

[01:41:03] part of an exclusive Club unified by a bond of common goals manufacture the

[01:41:08] notion of a devious enemy out to ruin you there is a force of non-believers that will do anything to stop you if you

[01:41:15] have no enemies invent one given a straw man to react against your followers will tighten and cohere but be warned if at

[01:41:23] any moment the group sees through you you will find yourself facing not one deceived soul but an Angry Crowd that

[01:41:29] will tear you to pieces as avidly as it once followed you law number 28 interaction with boldness

[01:41:36] if you are unsure of a course of action do not attend it your doubts and hesitations will affect your execution

[01:41:42] timidity is dangerous better to enter with boldness any mistakes you commit through audacity are easily corrected

[01:41:48] with more audacity everyone admires the Bold no one honors the timid

[01:41:54] this is the story of Evander terrible in 1533 vasili the Grand Duke of Moscow and

[01:42:01] ruler of a semi-united Russia proclaimed his three-year-old son Evon IV as his

[01:42:06] successor until Evan reached his majority however his mother Helena would have the ruling hand she sought out help

[01:42:13] from her trusted friend Prince Ivan obolenski to help her rule the Boyer Clan the opposite party poisoned Helena

[01:42:21] and had obelensky starve to death in prison at the age of eight Ivan was now

[01:42:26] a despised orphan the boyars would treat him roughly dress him up in ropes with a scepter mocking him beating and

[01:42:33] banishing his only friend he'd roamed the palace ill-chloaded and hiding from the poor on December 29 1543 Evon turned

[01:42:42] 13 and asked Prince Andre shuisky the head of the boys to come to his room when the prince arrived the room was

[01:42:49] filled with Palace guards even pointed with his finger ordering Andres rest

[01:42:54] death and that his body be thrown to the bloodhoons in the Royal Canal over the next few days even had all of

[01:43:02] Andre's Close Associates arrested and banished the boyars now stood in Mortal Terror of the young future Evon the

[01:43:08] terrible who had planned and waited for five years to take revenge with this one

[01:43:14] Swift and bold act that would secure his power for decades to come

[01:43:19] law number 29 plan all the way to the end the ending is Everything plan all the

[01:43:26] way to it taking into account all the possible consequences obstacles and twists of Fortune that might reverse

[01:43:32] your hard work and give the glory to others by planning to the end you will not be overwhelmed by circumstances and

[01:43:38] Bismarck had planned his campaign in its entirety all along instead of expanding

[01:43:44] further he would now as the prince of a greater Prussia focus on securing the

[01:43:49] newly acquired lands what good is it to have the greatest dream in the world if others reap the

[01:43:55] benefits and the glory never lose your head over a vague open-ended dream plan

[01:44:00] to the end the only solution is to plan for the long run foresee the future with

[01:44:05] as much clarity as the Gods on Mount Olympus who look through the clouds and see the ends of all things according to

[01:44:12] the cosmology of the ancient Greeks the gods were fought to have complete Vision into the future they saw everything to

[01:44:18] come right down to the intricate details men on the other hand were seen as victims of Fate trapped in the moments

[01:44:25] and their emotions unable to see beyond immediate dangers Heroes such as Odysseus who were able to look beyond

[01:44:32] the present and plan several steps ahead seemed to defy fate to approximate the

[01:44:38] Gods in their ability to determine the future this comparison is still valid those Among Us who think further ahead

[01:44:45] and patiently bring their plans to fruition seem to have a god-like power law number 30 make your accomplishments

[01:44:52] seem effortless your actions must seem natural and executed with ease all the

[01:44:57] toil and practice that go into them and also all the clever tricks must be concealed when you act act effortlessly

[01:45:04] as if you could do much more avoid the temptation of revealing how hard you work it only raises questions teach no

[01:45:12] one your tricks or they will be used against you you will often have to use tricks and Ingenuity to create your

[01:45:18] effects but your audience must never suspect the work or the thinking that has gone into them nature does not

[01:45:24] reveal its tricks and what imitates Nature by appearing effortless approximates Nature's power in 16th

[01:45:31] century Japan San norikyu was the preferred Team master although not from a noble family Emperor hideyoshi found

[01:45:38] him to be an important advisor on aesthetic and even political matters recuse secret was to appear natural

[01:45:45] concealing the effort behind his work one evening while having tea at a friend's house Ricky saw his host go

[01:45:52] outside hold up a lantern in the darkness cut a lemon off a tree and bring it this Charmed like you the host

[01:45:58] needed a relish for the dish he was serving and had spontaneously gone outside to get one but when the man

[01:46:04] offered the lemon with some Osaka rice cake Ricky realized that he had planned creating this effect of beauty he found

[01:46:11] so desirable the gesture no longer seemed spontaneous it was a way for the

[01:46:16] host to prove his cleverness but he had accidentally revealed how hard he was trying Ricky politely declined the cake

[01:46:23] excused himself and left to send norikyu the sudden appearance of something

[01:46:28] naturally almost accidentally graceful was the height of beauty this beauty

[01:46:34] came without warning and seemed effortless nature created such things by its own laws and processes but men had

[01:46:40] to create their effects through Labor and contrivance and when they showed the effort of producing the effect the

[01:46:47] effect was spoiled secret practice makes perfect you must

[01:46:52] research and practice endlessly before appearing in public on stage or anywhere else never expose the sweat and labor

[01:46:59] behind your Poise some things such exposure will demonstrate their diligence and honesty but it actually

[01:47:05] just makes them look weaker as if they weren't really up to the job keep your effort and your tricks to yourself and

[01:47:11] you seem to have the grace and ease of a God the book of the courtier by balasar castilliona speaks of sprezatura the

[01:47:18] capacity to make the difficult seem easy it is relevant to all forms of power for power depends vitally on appearances and

[01:47:25] the Illusions you create your public actions are like artworks they must have

[01:47:31] visual appeal create anticipation and even entertain when you reveal the inner

[01:47:36] workings of your creation you become just one more Mortal among others what is understandable is not awe-inspiring

[01:47:42] we tell ourselves we could do as well if we had the money and time avoid it

[01:47:48] station of showing how clever you are instead conceal the mechanisms of your cleverness do not give people ideas they

[01:47:55] can use against you because you can't see the advantages of keeping silent resist the temptation to want your

[01:48:01] vanity gratified by having your hard work and cleverness applaud it do not Vie for sympathy for the hours it has

[01:48:08] taken to reach your point of art history and finally learn to control this propensity to blab for its effect is

[01:48:14] often the opposite of what you expected the more mystery surrounds your actions the more awesome your power seems you

[01:48:21] appear to be the only one who can do what you do and the appearance of having an exclusive gift is immensely powerful

[01:48:28] and second because you achieve your accomplishments with Grace and ease people believe that you could always do

[01:48:34] more if you tried harder this elicits not only admiration but a touch of fear your powers are untapped no one can fade

[01:48:41] in their limits word to the wise there are also times when revealing the inner workings of your projects can provide

[01:48:47] worthwhile it all depends on your audience's taste and on the times in which you operate as long as the partial

[01:48:54] disclosure of tricks and techniques is carefully planned rather than the result of an uncontrollable need to blab it is

[01:49:01] the ultimate in cleverness it gives the audience the illusion of being Superior and involved even while much of what you

[01:49:08] do remains concealed from them the law number 31 get others to play with the

[01:49:13] cards you deal the best deceptions are the ones that seem to give the other person a choice your victims feel they

[01:49:20] are in control but are actually your puppets give people options that come out in your favor whichever one they

[01:49:26] choose force them to make choices between the lesser of two evils both of which serve your purpose put them on the

[01:49:33] horns of a dilemma they are gorg wherever they turn even the terrible had to confront an unpleasant reality the

[01:49:40] country desperately needed reform but he lacked the power to push it through the greatest limit to his authority came

[01:49:46] from the boyars the Russian prince class that dominated the country and terrorized the peasantry in 1553 at the

[01:49:54] age of 23 even fell ill lying in bed and nearing his death he asked the Boyers to

[01:49:59] swear allegiance to his son as the nude Tsar some hesitated some refused and

[01:50:05] even saw that the Boyers could not be reasoned with when he recovered he did not forget that valuable lesson the

[01:50:11] Boyers defected to Poland and lithuana the latter by one of Evan's closest friends Andre korpsky who became Ivan's

[01:50:19] greatest enemy not only the Boyer's caused in grief Russia's vast size made

[01:50:24] it a nightmare to defend whatever Direction even would have turned he'd leave his back wide open for a stab

[01:50:31] December 3rd 1564 even had left the capital to a nearby Village leaving the

[01:50:38] tsar's treasures and Provisions behind without any explanation moscow's population feared that even had let them

[01:50:44] behind to be slaughtered by the Boyers as a result they the Tsar to come back

[01:50:49] please star please come back and Rule us again blaming the boyas for their

[01:50:56] betrayal Ivan listens but would not change his mind a few days later the

[01:51:01] begging had not stopped and he gave them a choice a choice in the same way The

[01:51:06] Godfather gave the choice of either signing the contract or getting shot in the head what was it either your name

[01:51:12] comes on the paper or your brain or something like that even with either rule as a dictator or not at all leaving

[01:51:18] them vulnerable for whoever pleased to take the throne they accepted his terms and could no longer rebel against the

[01:51:25] dictatorship they had chosen this is important they had made the choice words like Freedom options and choice evoke a

[01:51:33] power of possibility far beyond the reality of the benefits they entail when examined closely the choices we have in

[01:51:40] the marketplace in elections in our jobs tend to have noticeable limitations they

[01:51:46] are often a matter of choice simply between A and B with the rest of the alphabet out of the picture

[01:51:52] as long as the faintest Mirage of choice flickers on we rarely focus on the missing options we choose to believe

[01:51:59] that the game is fair and that we have our freedom we prefer not to think too much about the death of our Liberty to

[01:52:06] choose we are unwilling to probe the smallness of our choices that stems from the fact that too much Freedom creates a

[01:52:14] kind of anxiety the phrase unlimited options sounds infinitely promising but

[01:52:19] unlimited options would actually paralyze us and Cloud our ability to choose our limited range of choices

[01:52:26] Comforts us appear to give options where there are none this is what the law is about as long as people feel they've

[01:52:33] been able to make their own decision between options considering the pros and cons of them all they will behave in a

[01:52:39] more positive manner complying with what you want law number 32 play to people's

[01:52:44] fantasies truth is often avoided because it is ugly and unpleasant never appeal to

[01:52:49] truth and reality unless you are prepared for the anger that comes from this enchantment life is so harsh and

[01:52:55] distressing that people who can manufacture romance or conjure up fantasy are like Oasis in the desert

[01:53:00] everyone flocks them there is great power in tapping into the fantasies of the masses such is the power of the

[01:53:07] fantasies that take root in us especially in times of scarcity and decline people rarely believe that their

[01:53:13] problems arise from their own misdeeds and stupidity someone or something out there is to blame the other the world

[01:53:19] the gods and so salvation comes from the outside as well to gain power you must

[01:53:24] be a source of pleasure for those around you and pleasure comes from playing to people's fantasies never promise a

[01:53:30] gradual Improvement through hard work rather promise the moon the great and sudden transformation the pot of gold

[01:53:36] aka the lose 16 pounds in a weak diet the six minute abs the four hour work week become a millionaire overnight and

[01:53:44] the congratulations you're our men visitor you want an iPad pop-up it appeals to us so much because the

[01:53:50] marketers Behind These know our fantasies too well no disrespect to Tim Ferris I love this guy I will certainly

[01:53:56] take on his books as well anyways 1570 Venice lost the valuable Island Cyprus to the Turks once one of the

[01:54:03] wealthiest of places Venice found itself in poverty thinking of ways to turn the economy around Venice got notice of a

[01:54:10] man called el brigadino an alchemist who could turn worthless objects into gold with a secret substance

[01:54:16] this man would be the solution he was invited to reside in Venice at the expense of the state's Treasures El

[01:54:22] brigadino would have gold coins clinking in his hands accompanied by two dogs at all times his Palace the state provided

[01:54:29] would have Golden Plates golden watches buttons and whatnot everyone was pleased to see this magical man in their

[01:54:35] neighborhood they would buy coal and books on Alchemy learning how to do it themselves would not be concerned about

[01:54:40] the practice IL brigadino himself the States became impatient some advising not to push him over the edge so IL

[01:54:48] brigadino gave a demonstration creating gold dust out of a mineral in his hands for everyone to see after a while the

[01:54:54] doubts grew and ibriadino explained he could double all the gold right away but if they waited for seven years the gold

[01:55:00] would multiply many times more a part of the city formed an angry mob choosing not to believe the sorcery anymore El

[01:55:07] brigadino stated they had betrayed him and left Venice continuing his deception in different areas living like a noble

[01:55:14] Prince what the people had not noticed of course was the little tube of glass he had hidden in his sleeve that poured

[01:55:21] the Gold Dust His Image his actions his bold appearance the fact that he was wanted by other states had set IL

[01:55:28] brigadino's reputation as a true Alchemist in stone people wanted to believe so badly they threw away all

[01:55:34] rational thought and like little children believed in the tooth fairy preferring not to see the truth behind

[01:55:40] this charlatan-like figure here's my perspective ironically El brigadino or by his real name cypriot mamugna did

[01:55:48] know how to turn something into gold though the gold would only be for himself and the ingredients were not

[01:55:53] objects that you can touch with your hands but people's fantasies and beliefs does that make him any less of an

[01:55:58] alchemist what is there more profitable than a person's wishes dreams and Fantasies paired with strong belief once

[01:56:05] we choose to believe something we will stick with it because we rationalize our actions not to do so would be like

[01:56:10] betraying our own judgment and if we cannot rely on our past decisions that would mean facing grunting the sad and

[01:56:18] ugly truth it would be too painful to admit we have been fooled we have made bad wrong poor decisions we followed a

[01:56:25] cause led by a fraud who took our money it's too much of a shame sadly this Behavior this utter denial and

[01:56:31] justification of our wrongdoings sticks with so many people for their entire lives once we choose to pursue our

[01:56:37] career ladder by traditional means in slavery the chain around her neck being a tie we come to despise everything else

[01:56:43] we cannot believe in entrepreneurialism being real being an option because if it

[01:56:48] was we'd get our hopes up and we're afraid very afraid of that with each year that goes by we reinforce these

[01:56:55] ideas law number 33 discover each man's thumb screw everyone has a weakness a gap in the

[01:57:03] castle wall that weakness is usually insecurity an uncontrollable emotion or need it can also be a small secret

[01:57:09] pleasure either way once found it is a thumb screw you can turn to your advantage one of the most important

[01:57:15] things to realize about people is that they all have a weakness some part of their psychological armor that will not

[01:57:21] resist that will blend to your will if you find it and push on it some people wear their weaknesses openly others

[01:57:27] disguise them those who disguise them are often the ones most effectively undone through that one shank in their

[01:57:33] armor in 1615 the 30 year old Bishop of Lucerne later known as richlieu turned

[01:57:39] to the throne of 15 year old King Louis XII and to the Queen Mother Mary de Medici who sat beside Louis as the

[01:57:46] Regent ruling France until her son reached his majority everyone expected Richard to flatter and charm the king

[01:57:52] but instead he gave words of admiration to the queen who he knew loved to get

[01:57:57] attention from Men her lover concino conchini an Italian courtier was her favorite therefore he

[01:58:04] treated him as if he were the king himself however Louis XII was underestimated in

[01:58:10] one blow he killed off his mother's lover konshini and imprisoned his associates richlio questioned his

[01:58:15] strategy had he done the right thing he chose to stand beside the queen who was now a virtual prisoner shot up in the

[01:58:22] Louvre he served as a liaison between the queen and the King for his loyalty the queen empowered him to the rank of

[01:58:28] cardinal and plead to her son not to get rid of richlie whom he despised later on

[01:58:34] the king would take richlius advice to the point of depending on him just as the queen was depending on him he

[01:58:41] stopped serving the queen and focused on his new authority of power the king had none other to trust and Affairs of State

[01:58:47] came hard to him and so for the next 18 years richly exploiting the king's

[01:58:53] weaknesses governed and molded friends according to his own Vision unifying the country and making it a strong European

[01:58:59] power for centuries to come started the persons who had the real power found their biggest flaw weakness

[01:59:07] in their character and played on it wonderfully to become an indispensable asset to that once the power had gone to

[01:59:13] another he would adapt his strategies accordingly law 34 be royal in your own fashion act

[01:59:19] like a king the way you carry yourself will often determine how you're treated in the long

[01:59:24] run appearing vulgar or common will make people disrespect you for a king respects himself and inspires the same

[01:59:31] sentiment in others by acting regally and confident of your powers you make yourself seem destined to wear a crown

[01:59:37] powerful people may be tempted to affect the Common Man Aura trying to create the illusion that they enter subjects or

[01:59:43] underlings are basically the same but the people whom this false gesture is intended to impress will quickly see

[01:59:49] through it they understand that they are not being given more power that it only appears as if they shared in the

[01:59:54] powerful person's Faith leaders who try to dissolve that distance through a false charminist gradually lose their

[02:00:00] ability to inspire loyalty fear or love instead they elicit contempt they are too uninspiring even to be worth the

[02:00:06] guillotine the best they can do is simply vanish in the night as if they were never there when Christopher

[02:00:12] Columbus was trying to find funding for his legendary voyages many around him believed he came from the Italian

[02:00:18] aristocracy a descendant from the legendary Roman general Colonius an illustrious background indeed but there

[02:00:24] was nothing more than illustrious fantasy for Columbus was actually the son of Domenico Colombo a weaver who

[02:00:30] held a wine shop and had made a living selling cheese Columbus himself had created the myth of his Noble background

[02:00:35] for he felt that he had a kind of royalty in his blood destined for greatness using the fabricated story of

[02:00:41] his Noble background he married into an established Lisbon family that had excellent connections with Portuguese

[02:00:47] royalty using his in-laws he managed to have a meeting with the king of Portugal whom he petitioned to finance a Westward

[02:00:54] Voyage aimed at discovering a shorter route to Asia which he would do in the king's name demanding incredibly bold

[02:01:00] hereditary rights for himself he shall be titled to the Grand admiral of the oceanic sea the office of Bistro over

[02:01:07] any lands he found and 10 of the future Commerce with such lands Columbus made

[02:01:13] these demands even though he had previously been a mere Merchant he knew almost nothing about navigation he could

[02:01:18] not work a quadrant and he had never led a group of men although the king refused with a smile he treated his demands as

[02:01:24] legitimate leaving the door open for the future by asking for the moon he had instantly raised his own status for the

[02:01:30] king assumed that unless a man who sets such a high price on himself were mad which Columbus did not appear to be he

[02:01:37] must somehow be worth it unlike Columbus here's what we generally tend to do we

[02:01:42] set up boundaries that only get firmer with time we come to expect less from the world we accept limitations that are

[02:01:47] really self-imposed and we bow and scrape and apologize for even the simplest of requests

[02:01:52] we have to deliberately force ourselves in the opposite direction downplay the failures and ignore the limitations and

[02:01:58] make ourselves demand and expect as much as a child this strategy of the crown is

[02:02:04] based on a simple chain of cause and effect if we believe we are destined for great things our belief will radiate

[02:02:09] outward this outward Radiance will infect the people around you and your limits and boundaries disappear you will

[02:02:15] be surprised how often it bears fruit when you let yourself be overcome by your self-belief even while you know you

[02:02:21] are practicing a kind of deception on yourself act like a king or queen and you are likely to be treated as one but

[02:02:27] please whatever you do don't act like a princess we have enough of these the difference of this strategy is that the

[02:02:33] crown May separate you from other people it is up to you to make that separation real and you have to act differently

[02:02:39] demonstrating your distance from those around you one way to emphasize your differences to always act with dignity

[02:02:44] no matter the circumstance do not confuse Regal bearing with arrogance it betrays insecurity green mentions three

[02:02:51] strategies to reinforce our World demeanor first would be the Columbus strategy always make a bold demand set

[02:02:57] your price high and do not waver B the David and Goliath strategy in a

[02:03:02] dignified way go after the highest person in the building by choosing a great opponent you create the appearance

[02:03:07] of greatness this puts you on the same plane as the chief executive you are attacking and lastly see the gift

[02:03:13] strategy give a gift of some sort to those above you by giving your patreon a gift you are saying that the two of you

[02:03:18] are equal that is the old con game of giving so that you can take the gift strategy is subtle and Brilliant because

[02:03:24] you do not beg you ask for help in a dignified way that implies equality between two people one of whom just

[02:03:30] happens to have more money remember that it is up to you to set your own price ask for less and that is just what you

[02:03:36] will get ask for more however and you send the signal that you are worth a king's Ransom even those who turn you

[02:03:42] down respect you for your confidence and that respect will eventually pay off in ways you cannot imagine but obviously

[02:03:48] there's a risk of reversal to this so be warned the idea behind your Assumption of legal confidence is to set yourself

[02:03:55] apart from other people but if you take this too far it will be your undoing never make the mistake of thinking that

[02:04:01] you elevate Yourself by humiliating people also it is never a good idea to loom too high above the crowd you make

[02:04:07] an easy target and there are times when an aristocratic post is eminently dangerous finally it is true that you

[02:04:14] can sometimes find some power through affecting a kind of Earth evil garity which will prove amusing by its

[02:04:19] extremists separating yourself from other people by appearing even more vulgar than they are this game is

[02:04:24] dangerous there will always be people more vulgar than you and you will easily be replaced The Following Season by

[02:04:30] someone younger and worse law number 35 Master the art of timing never seem to

[02:04:35] be in a hurry hurrying betrays a lack of control over yourself and over time always seem patient as if you know that

[02:04:41] everything will come to you eventually become a detective of the right moment sniff out the spirit of the times the

[02:04:47] trends that will carry you to power learn to stand back when the time is not yet ripe and the strike fears when it

[02:04:53] has reached fruition time is an artificial concept that we ourselves have created to make the limitlessness

[02:04:59] of Eternity and the universe more bearable more human since we have constructed the concept of time we are

[02:05:05] also able to mold it to some degree to play tricks with the time of a child is long and slow with fast expanses the

[02:05:11] time of an adult with a spy frighteningly fast Joseph Fouche initially a mathematics

[02:05:17] teaching priest never took his spouse he had waited for his chance to follow bigger dreams and when 1789 the French

[02:05:23] Revolution broke out he became a revolutionary to miss the boat at this critical moment could have spelled

[02:05:29] disaster Fouche merely adopted to the spirit of the times befriending the Revolutionary Robespierre he quickly

[02:05:35] Rose in the rebel ranks and was elected as the representative of none to the National Convention created that year to

[02:05:41] frame a new constitution for a French Republic when Fouche arrived in Paris to take a seat at the convention a violent

[02:05:47] Rift had broken out between the moderates and the radical jacobeans foucher sensed that in the long run neither side would emerge Victorious

[02:05:54] power rarely ends up in the hands of those who start the revolution or even of those who further it power sticks to

[02:06:00] those who bring it to a conclusion that was the side Fouche wanted to be on until his staff he would change sides

[02:06:06] several more times supporting the execution of Louis XVI turning against his former friend Robespierre then

[02:06:11] supporting a young Napoleon only to be conspiring against alongside tally rent later on Fouche had remarkable patience

[02:06:18] we found patience as your sword and shield your timing will fail and you will inevitably find yourself a loser

[02:06:23] when the times were against Fouche he did not struggle get emotional or strike out rashly he kept his cool and remained

[02:06:29] a low profile patiently building support among the citizenry the bulwark and his next rise to power

[02:06:36] observing this law closely here are the 10 key lessons in the art of timing it is critical to recognize the spirit of

[02:06:42] the times you must always work with the times anticipate twists and turns and never miss the boat recognize Time by

[02:06:48] not what is loudest and most obvious in it but by what lies hidden and dormant recognizing the prevailing winds does

[02:06:54] not necessarily mean running with them any potent social movement creates a powerful reaction and it is unwise to

[02:07:00] anticipate what that reaction will be rather than write the cresting wave of the movement wait for the tides app to

[02:07:06] carry you back to Power upon occasion bet on the reaction it is brewing and place yourself in the Vanguard of it

[02:07:11] recognize the moment then to hide in the grass or Slither under a rock as well as the moment to Bear your fangs and attack

[02:07:18] space we can recover time never time depends on perception which can be willfully altered this is vital in

[02:07:25] mastering the art of timing if the inner turmoil caused by our emotions tends to make time move faster it follows that

[02:07:31] once we control our emotional responses to events time will move much more slowly this altered way of dealing with

[02:07:37] things tends to lengthen our perception of future time opens up possibilities and allows us the patience that is the

[02:07:42] principal requirement in the art of timing law number 36 disdain things you

[02:07:47] cannot have by acknowledging a petty problem you give it existence and credibility the more attention you pay

[02:07:52] an enemy the stronger you make him and a small mistake is often made worse and more visible when you try to fix it it

[02:07:58] is sometimes best to leave things alone if there is something you want but cannot have show content for it the less

[02:08:03] interest you reveal the more Superior you've seen in the year 1527 King Henry VII of England decided he had to find a

[02:08:10] way to get rid of his wife Catherine of Aragon Catherine had failed to produce a son a male here who would ensure the

[02:08:17] continuance of his dynasty and Henry thought he knew why he had read in the Bible the passage and if a man shall

[02:08:22] take his brother's wife it is an unclean thing he have uncovered his brother's nakedness they shall be childless before

[02:08:29] marrying Henry Catherine had married his older brother author but author had died five months later Henry had waited an

[02:08:35] appropriate time and then had married his brother's widow Catherine was the daughter of King Ferdinand and Queen

[02:08:41] Isabella of Spain and by marrying her he had kept the life of valuable Alliance now however Catherine had to assure him

[02:08:47] that her brief marriage with offer had never been consummated otherwise Henry would see their marriages null and void

[02:08:53] Catherine insisted that she had remained a virgin through her marriage to offer and Pope Clement the 12th supported her

[02:08:59] by giving his Blessing to the union which he could not have done had he considered it incestuous the king

[02:09:05] convinced that she was lying and fearing God had punished them for their forbidden relationship Henry applied to

[02:09:11] the Vatican but Pope Clement would never annul the marriage and so Henry simply started his own church putting himself

[02:09:18] at the top and annulling his marriage that way the pope was Furious and kept threatening the king with

[02:09:23] ex-communication from the Catholic church but King Henry simply ignored him and his now banished from the court

[02:09:29] ex-wife completely when you pay attention to a person the two of you become partners of sorts each moving in

[02:09:35] step to the actions and reactions of the other in the process you lose your initiative it is a dynamic of all

[02:09:40] interactions by acknowledging other people even if only to fight with them you open yourself to their influence had

[02:09:46] Henry locked horns with Catherine he would have found himself mired in Endless arguments that would have

[02:09:52] weakened his resolve and eventually worn him down Henry would have none of this he played a devastating power game total

[02:09:58] this day by ignoring people you cancel them out this unsettles and infuriates them but since they have no dealings

[02:10:04] with you there's nothing they can do man kick him he'll forgive you flatter him he may or may not see through you but

[02:10:11] ignore him and he will hate you Idris Shaw Caravan of Dreams there's essentially two strategies to execute

[02:10:18] the sour grapes approach if there is something you want but you realize you cannot have it the first thing you can

[02:10:24] do is draw attention to your disappointment by complaining about it an infinitely more powerful tactic is to

[02:10:29] act as if it never really interested you in the first place and the treating it lightly approach when you are attacked

[02:10:35] by an Indian deflect people's attention by making it clear that the attack has not even registered look away or answer

[02:10:41] sweetly showing how little the attack concerns you similarly when you yourself have committed a blunder the best

[02:10:48] response is often to make less of your mistake by treating it lightly but as always be warned develop the skill of

[02:10:54] sensing problems when they are still small and taking care of them before they become intractable learn to

[02:11:00] distinguish between the potentially disastrous and the mildly irritating the nuisance that will quietly go away on

[02:11:06] its own in either case never completely take your eye of it as long as it is alive it can smolder and spark into life

[02:11:13] law number 37 create compelling spectacles striking imagery and Grand symbolic gestures create the aura of

[02:11:20] power everyone responds to them stage the spectacles for those around you full of arresting visuals and radiant symbols

[02:11:26] that heighten your presence dazzled by appearances no one will notice what you are really doing people do not always

[02:11:32] want words or rational explanations or demonstrations of the powers of science they want an immediate appeal to their

[02:11:38] emotions give them that and they will do the rest such as imagine that they can be healed by the Light reflected from a

[02:11:44] rock a quarter Million Miles Away in the early 1780s word spread through Berlin

[02:11:49] of the strange and spectacular Medical Practice of a doctor vice leader he performed his miracles in an enormous

[02:11:56] converted beer hall outside which berliners began to notice ever longer lines of people the blind the lame

[02:12:02] anyone with an illness incurable by normal medicine when it leaked out that the doctor worked by exposing the

[02:12:08] patient to the Rays of the Moon he soon became dubbed the moon doctor of Berlin sometime in 1783 it was reported that Dr

[02:12:16] vice leader had cured a well-titude woman of a terrible ailment he suddenly became a celebrity previously only the

[02:12:23] poorest of Berlin had been seen waiting outside the beer hall in their Rex now magnificent carriages were parked

[02:12:29] outside and gentlemen in frackhouse and ladies with enormous lined the street the sunset Drew near as they waited to

[02:12:36] get in the poorer clients would explain to the upper class people that the doctor only practiced when the moon was

[02:12:42] in its increase and phase many would add that they themselves had already been exposed to the healing policy called

[02:12:48] forth from the Rays of the Moon even those who felt cured kept coming back drawn by this powerful experience once

[02:12:55] the people reached the doctor or his wife on the second floor having passed the spectacular first floor he would

[02:13:00] take the patient uncover The Afflicted body part and lift the boy up to the window which faced the light of the Moon

[02:13:06] he would rot the sight of the injury or illness Mumble something unintelligible look knowingly at the moon and then

[02:13:12] after collecting his fee sent the patient on their way Dr Weis leader may have known nothing about medicine but he

[02:13:18] understood human nature he recognized that people do not always want words or rational explanations or demonstrations

[02:13:24] of the powers of science they want an immediate appeal to their emotions give them that and they will do the rest such

[02:13:30] as imagine that they can be healed by the Light of the Moon the spectacle was simple and it needed

[02:13:36] to be the doctor would not explain why this technique worked he let his patients fill in the blanks with their

[02:13:42] Placebo effects their need to be heard and so on here are the four essential steps Dr weissley that used to seem

[02:13:49] larger than life play with images weaving visual Clues into an encompassing Gestalt establish a

[02:13:55] trademark to set yourself apart in this case the moon find an image or symbol from the past that will neatly fit your

[02:14:02] situation and then put it on your shoulders like a cape law number 38 think as you like but behave like others

[02:14:08] if you make a show of going against the times flaunting your unconventional ideas and unorthodox ways people will

[02:14:15] think that you only want attention and that you look down upon them they will find a way to punish you for making them

[02:14:20] feel inferior it is far safer to blend in and nurture the common touch share your originality only with tolerant

[02:14:26] friends and those who are sure to appreciate your uniqueness people who flaunt their infatuation with a

[02:14:31] different culture are expressing a disdain and contempt for their own they are using the outward appearance of the

[02:14:37] Exotic to separate themselves from the common folk who unquestioningly follow the local customs and laws and to

[02:14:42] express their sense of superiority otherwise they would act with more dignity showing respect for those who do

[02:14:48] not share their desires indeed their need to show their difference so dramatically often makes them disliked

[02:14:53] by the people whose beliefs they challenged indirectly and sadly perhaps but offensively nonetheless here's a

[02:14:59] historical example for someone breaking this law as so few people even today seem to be aware of how to blend in

[02:15:04] around the year 478 BC the city of Sparta sent an expedition to Persia led

[02:15:10] by the young spot nobleman pausanias the city-states of Greece had recently fought off a mighty Invasion from Persia

[02:15:16] and now posanyas along with Allied ships from Athens head orders to punish the Invaders and win back the islands and

[02:15:22] coastal towns that the Persians had occupied both the Athenians and the Spartans had great respect for pozanius

[02:15:28] he had proven himself as a Fearless warrior with a flare for the dramatic with amazing speed pozania and his true

[02:15:34] took Cyprus then captured bitzantium now master of part of the Persian Empire palsanus began to show signs of behavior

[02:15:40] that went beyond his normal flamboyance he appeared in public wearing pomates in his hair and flowing Persian ropes and

[02:15:47] accompanied by a bodyguard of Egyptians he held lavish Banquets in which he sat in the Persian Manner and demanded to be

[02:15:53] entertained he stopped seeing his old friends entered into communication with the Persian king sexist and all in all

[02:15:59] affected the style and manner of a Persian dictator clearly power and success had gone to pozonia's head he

[02:16:05] then went ahead and flaunted his sustain for the Greek simple way of life insulted the common Greek Soldier and

[02:16:11] even showed evidence that he had dreams of becoming a kind of Greek sexist the Spartans relieved pausanias of his

[02:16:17] command and called him homes sparing him when they learned from his intentions to attack Greece alongside the Persians

[02:16:23] thinking he was invincible the Spartans made arrangements for his arrest poezanius however trapped in the sacred

[02:16:29] Temple refused to surrender and eventually died of starvation the trick to uniqueness contains that you pretend

[02:16:36] to disagree with dangerous ideas but in the course of your disagreement you give those ideas expression and exposure you

[02:16:42] seem to conform to the prevailing Orthodoxy but those who know will understand the irony involved you are

[02:16:48] protected there is no point in making a display of your dangerous ideas if they only bring you suffering and persecution

[02:16:54] martyrdom serves no purpose better to live in an oppressive world even to thrive in it and find a way to express

[02:17:00] your ideas subtly for those who understand you line your Pearls Before Swine will only bring you trouble the

[02:17:06] truth is we all tell lies and hide our true feelings for complete free expression is a social impossibility

[02:17:12] from an early age we learn to conceal our thoughts telling the prickly and insecure what we know they want to hear

[02:17:18] watching carefully lest we offend them their ideas and values that most people accept and it is pointless to argue we

[02:17:25] believe what we want to but on the outside we wear a mask there are people however who see such restraints as an

[02:17:31] intolerable infringement on their freedom they have a need to prove their superiority of their values and beliefs

[02:17:36] in the end their arguments convince only a few and offend a great deal more the

[02:17:41] reason arguments do not work is that most people hold their ideas and values without thinking about them there is a

[02:17:47] strong emotional content in their beliefs and they really do not want to have to rework their habits of thinking

[02:17:52] and when you challenge them whether directly through your arguments or indirectly through your behavior they

[02:17:58] are hostile law 39 stir up Waters to catch fish

[02:18:03] anger and emotions are strategically counterproductive you must always stay calm and objective but if you can make

[02:18:09] your enemies angry while staying calm yourself you gain a decided Advantage put your enemies off balance find the

[02:18:15] in their vanity for which you can rattle them and you hold the strings by the late 1920s highly Selassie had

[02:18:22] nearly achieved his goal of assuming total control over Ethiopia a country he felt needed strong and unified

[02:18:27] leadership as region to the emperor's sauditu and here to the throne Selassie had spent several years weakening the

[02:18:33] power of Ethiopia's various Warlords now only one real obstacle stood in his way the empress and her husband Ras kuksa

[02:18:40] sarasi knew the royal couple hated him and wanted to get rid of him so they cut short their plotting he made Goods at

[02:18:46] the governor of the northern province of beginner forcing him to leave the capital where the Emperors lived for

[02:18:52] several years cooksa played the loyal administrator but Selassie did not trust him he knew that cooks and the empress

[02:18:57] were plotting Revenge As Time passed and goksa made no move the chances of a plot only increased Selassie drewgoxa out got

[02:19:04] under his skin and pushed him into action before he was ready goksa fell for the Trap that had been laid for him

[02:19:10] before Selassie had ordered the cooks at the fight Tia zebugalas he had secured the support of the Ethiopian church and

[02:19:16] before the Revolt got underway he had bribed several of cooks allies not to show up for battle as the rebel Army

[02:19:22] marched South airplanes flew overhead dropping leaflets announcing that their highest Church officials had recognized

[02:19:28] the losses the true Christian leader of Ethiopia and that they had been excommunicated gugsa for fermenting a

[02:19:33] Civil War and has battle loomed in the support that goxa's allies had promised and failed to show up soldiers began to

[02:19:39] flee or defect when the battle came the rebel Army quickly collapsed refusing to surrender rasgowsa was killed in the

[02:19:45] fighting on April 30s the last issued a formal Proclamation announcing its new title Emperor of Ethiopia a sovereign

[02:19:52] should never launch an army out of anger a leader should never start a war out of Wrath Sun Tzu 4th Century BC there is

[02:20:00] seven problems with the angry response at first it may strike fear and Terror but only in some and as the days pass

[02:20:07] and the storm clears other responses emerge embarrassment and uneasiness about the shelter's capacity for going

[02:20:13] out of control resentment fasters of what has been said you always make unfair and exaggerated accusations a few

[02:20:20] such tirades and people are counting the days until you are gone to show your frustration is to show that you have

[02:20:25] lost your power to shape events it is the helpless action of the child who resorts to a hysterical fit to get his

[02:20:31] way never let them see you sweat Tantrums neither intimidate nor Inspire loyalty they only create doubts and

[02:20:37] uneasiness about your power exposing your weakness these stormy eruptions often hurl the fall the essence of the

[02:20:43] law is when the waters are still your opponents have the time and space to plot actions that they will initiate and

[02:20:49] control so steer the waters Force the fish to the surface get them to act before they are ready and steal the

[02:20:55] initiative the best way to do this is to play on uncontrollable emotions for Ride Vanity love and hate once the water is

[02:21:03] stirred up the little fish cannot help but raise the debate law number 40 despise the free lunch

[02:21:09] what is offered for free is dangerous it usually involves either a trick or a hidden obligation what has worth is

[02:21:16] worth paying for by paying your own way you stay clear of gratitude guilt and deceit it is also often wise to pay the

[02:21:23] full price there are no cutting Corners with Excellence be lavish with your money and keep it circulating for

[02:21:29] generosity is a sign and a magnet for power being open and flexible with money also

[02:21:35] teaches the value of strategic generosity A variation on the old trick of giving when you are about to take by

[02:21:42] giving the appropriate gift you put the recipient on their obligation generosity softens people up to be deceived

[02:21:50] by gaining a reputation for liberality you win people's admiration while distracting them from your power place

[02:21:56] by strategically spreading your wealth you charm the others creating pleasure and making valuable allies

[02:22:03] Louis XIV had an Eagle Eye for the Strategic power of money when he came to

[02:22:08] the throne the powerful nobility had recently proven a thorn in the monarchy's side and sieved with

[02:22:14] rebelliousness so he impoverished these Aristocrats by making them spend enormous sums on maintaining their

[02:22:20] positions in the court making them dependent on Royal largest for their livelihood he had them in his claws next

[02:22:27] Louis brought their nobles to their knees with strategic generosity whenever he noticed a stubborn courtier host

[02:22:33] influence he needed to gain or host troublemaking he needed to squelch he would use his vast wealth to soften the

[02:22:39] soil first he would ignore his victim making the man anxious then the man

[02:22:45] would suddenly find that his son had been given a well-paid post or that funds had been spent liberally in his

[02:22:50] home region or that he had been given a painting he had long coveted presence would flow from Louis hands finally

[02:22:57] weeks or months later Louis would ask for the favor he had needed all along a

[02:23:02] man who had once vowed to do anything to stop the king would have made him rebellious this was far more Insidious

[02:23:08] facing hardened Earth in which nothing could take root Louis loosened the soil before he planted his seeds

[02:23:16] Louis understood that there is a deep rooted emotional element in our attitude on money an element going back to

[02:23:22] Childhood when we are children all kinds of complicated feelings of other parents center around gifts we see the giving of

[02:23:29] a gift as a sign of love and approval and that emotional element never goes away the recipients of gifts Financial

[02:23:36] or otherwise are suddenly as vulnerable as children especially if the gift comes

[02:23:42] from someone in authority here's five simple lessons surrounding this law friends who offer favors

[02:23:49] without asking for payment will later want something far dearer than the money you would have paid them the bargain has

[02:23:56] hidden problems both material and psychological learn to pay and to pay well bait your deceptions with the

[02:24:03] possibility of easy money people are essentially lazy and want wealth to fall in their lap rather than work for it for

[02:24:11] a small sum seldom advice on how to make millions and that small sum will become

[02:24:17] a fortune when multiplied by thousands of suckers that is a literal quote from

[02:24:22] the book I don't necessarily agree with that but I am displaying the book's knowledge all right and for lure people

[02:24:30] in with the prospect of easy money and you have the room to work still more deceptions on them greed is powerful

[02:24:36] enough to Blind your victims to anything and lastly greed does not pay if you're

[02:24:42] greedy you will end up like Ebenezer Scrooge be generous instead and receive the love back that you gave out to the

[02:24:49] world you give a hundred gifts more A Thousand Gifts more you will receive more than enough gifts back law number

[02:24:55] 41 avoid stepping into a great Man's Shoes what happens first always appears better

[02:25:02] and more original than what comes after if you succeed a great man or have a famous parent you will have to

[02:25:07] accomplish double their achievements to outshine them do not get lost in their Shadow or stuck in a past not of your

[02:25:13] own making establish your own name and identity by changing course slay the overbearing father disparage his legacy

[02:25:20] and gain power by shining in your own way power depends on appearing larger than

[02:25:26] other people and when you are lost in the shadow of the Father the king the great predecessor you cannot possibly

[02:25:32] project such a presence but how does the sun step out of the father's Shadow for

[02:25:37] one he could adopt the ruthless strategy of Alexander the Great disparaged the past create your own kingdom and put the

[02:25:45] father in the shadows instead of letting him do the same to you this is a dialogue from the movie Alexander

[02:25:50] between permanian and my great great great great Etc grandfather

[02:25:56] I pray to Apollo you soon realize how far you've turned from your father's

[02:26:01] path damn you permanian by the Gods in your Apollo war was in my father's guts

[02:26:07] it wasn't over ripe and reasoned like yours he never lusted for war Alexander or enjoyed it so he consulted his peers

[02:26:15] and counsel among equals the Macedonian way it didn't make decisions based on his personal desires I've taken us

[02:26:22] further than my father ever dreamed old man we're in a new world

[02:26:28] it was played by Colin Farrell an Irishman so um if you cannot materially start from

[02:26:35] Ground Zero it would be foolish to renounce an inheritance you can at least begin from Ground Zero psychologically

[02:26:41] throw off the weight of the past and chart the New Direction recognize like Alexander instinctively that the

[02:26:48] Privileges of birth are impediments to power be merciless with the past not only with your father and his father but

[02:26:55] with your own earlier achievements only the weak rest on their Laurels and dote

[02:27:00] on past triumphs in the game of power there is never time to rest

[02:27:06] Louis XIV died in 1715 after a glorious 55-year reading all eyes focused on his

[02:27:13] great grandson and chosen successor the future Louis XV from a country that had

[02:27:18] descended into Civil War in the late 1640s Louis XIV forged the mightiest realm in Europe great generals would

[02:27:25] tremble in his presence a cook once made a mistake in preparing a dish and committed suicide rather than face the

[02:27:32] king's wrath Louis had many Mistresses but their power ended in the bedroom he

[02:27:38] filled his court with the most Brilliant Minds of the age the symbol of his power was Versailles refusing to accept the

[02:27:45] Palace of his forefathers the Louvre he built his own Palace in what was the middle of nowhere symbolizing that this

[02:27:52] was a new order he had founded one without precedent he made Versailles the

[02:27:58] centerpiece of his ring a place that all the powerful of Europe envied and visited with a sense of awe in essence

[02:28:05] Louis took a great void the decaying monarchy of France and filled it with his own symbols and radiant power

[02:28:13] Louis XV on the other hand symbolizes the faith of all those who inherit

[02:28:18] something large or who follow in a great man's footsteps it would seem easy for a son or successor to build on the grand

[02:28:25] Foundation left for them but in the realm of power the opposite is true the Pampered indulged Sun almost always

[02:28:32] squanders the inheritance for he does not start with the father's need to fill

[02:28:37] the void as Machiavelli States necessity is what impels men to take action and

[02:28:43] once the necessity is gone only rot and Decay are left

[02:28:49] but when they began to make sovereignty hereditary the children quickly degenerated from their fathers and so

[02:28:55] far from trying to equal their father's virtues they considered that a prince had nothing else to do than to excel all

[02:29:02] the rest in idleness Indulgence and every other variety of pleasure Nicolo

[02:29:08] Bernardo Machiavelli see here's five reasons to bury the past the

[02:29:15] past prevents the young hero from creating his own world he must do as his father did even after that father is

[02:29:22] dead or powerless the hero must bow and scrape before his predecessor and yield to tradition and precedent what had

[02:29:29] success in the past must be carried over to the present even though circumstances have greatly changed

[02:29:34] and the past also weighs the hero down with an inheritance that he is terrified of losing making him timid and cautious

[02:29:41] the question then arises how does one bury the past power depends on the

[02:29:47] ability to fill a void to occupy a field that has been cleared of the Dead weight

[02:29:52] of the past only after the father figure has been properly done away with will you have the necessary space to create

[02:29:59] and establish a new order variations on the execution of the king that disguise the violence of the

[02:30:05] impulse by channeling it in socially acceptable forms perhaps the simplest way to escape the shadow of the past is

[02:30:12] simply to belittle it playing on the Timeless antagonism between the generations staring up the young against

[02:30:18] the old and established distance from your predecessor which demands some symbolism a way of advertising itself

[02:30:24] publicly as Louis had changed the king's Palace from the Louvre to Versailles

[02:30:30] essentially the problem is the following the overbearing predecessor fills the vistas before you with symbols of the

[02:30:37] past and you have no room to create your own name lastly the superstitious belief

[02:30:42] that if the person before you succeeded by doing a b and c you can recreate

[02:30:47] their success by doing the same thing you must go with the times adapt and

[02:30:52] overcome this is part of the solution hunt out the vacuums those areas in

[02:30:57] culture that have been left vacant with this you can become the first and principal figure to shine and make a

[02:31:04] name for yourself where no Shadows could obscure your presence but remember you

[02:31:09] are your own father do not let yourself spend years creating yourself only to let your guard down and allow the ghost

[02:31:16] of the past father habit or history to sneak back in as always dread lightly

[02:31:23] the past often has elements worth appropriating qualities that would be foolish to reject out of a need to

[02:31:29] distinguish yourself even Alexander the Great recognized this important fact because he was influenced by his

[02:31:34] father's skill in organizing an army making a display of doing things differently from your predecessor can

[02:31:40] make you seem childish and in fact out of control unless of course your actions have logic of their own finally it is

[02:31:48] often wise to keep an eye on the young your future Rivals and power just as you try to rid yourself of your father they

[02:31:55] will soon play the same trick on you denigrating everything you have accomplished law 42 strike the shepherd

[02:32:01] and the Sheep will scatter trouble can often be traced to a single strong individual this Terror the

[02:32:08] Arrogant underling the poisoner of Goodwill if you allow such people room to operate others will succumb to their

[02:32:14] influence do not wait for the troubles they cause to multiply do not try to negotiate with them they are

[02:32:20] irredeemable neutralize their influence by isolating or banishing them strike at the source of the trouble and the Sheep

[02:32:26] will scatter strike the shepherd and the Sheep will scatter

[02:32:31] when the tree falls the monkeys scatter cut the snake at the head

[02:32:38] these are fairly common Proverbs but what do they mean within any group trouble can most often be traced to a

[02:32:45] single Source the unhappy chronically dissatisfied one who will always stir up

[02:32:51] dissension and infect the group with his or her ill ease before you know what hit

[02:32:56] you the dissatisfaction spreads act before it becomes impossible to disentangle one strand of misery from

[02:33:03] another or to see how the whole thing started isolation then is one of the

[02:33:08] most powerful ways to deal with that source of trouble who should you isolate powerful people

[02:33:15] who have alienated themselves from the group people host power has gone to their heads and they consider themselves

[02:33:21] Superior those people who have perhaps lost their Knack of communicating with ordinary folk basically people breaking

[02:33:28] law 18 isolation is dangerous search up people who hold High positions

[02:33:34] yet who find themselves isolated on the board and find the one head that matters

[02:33:39] the person with willpower or smarts or most important of all charisma

[02:33:45] identify and shot the Hellraisers down first recognize troublemakers by their

[02:33:50] overbearing presence or by their complaining nature once you spot them do not try to reform them or appease them

[02:33:56] that will only make things worse do not attack them whether directly or indirectly for they are poisonous in

[02:34:03] nature and will work on the ground to destroy you do as the Athenians did banish them

[02:34:09] before it is too late separate them from the group before they become the eye of a tornado do not give them time to stir

[02:34:15] up anxieties and sow discontent and do not give them room to move let one person suffer so that the rest can live

[02:34:21] in peace once you recognize who the stair is pointing it out to other people will

[02:34:27] accomplish a great deal understanding who controls the group dynamic is a critical realization

[02:34:33] because stairs drive by hiding in the group disguising their actions among the

[02:34:38] reactions of others but why isolate can't you just hire an

[02:34:45] assassin and go about your daily life well that is an option but as history has shown not a very good one you see

[02:34:52] getting rid of someone doesn't dissolve the Loyalty of those who are close to your enemy rather isolate as they are

[02:34:59] vulnerable to you and your presence becomes magnified it can prove a powerful way of bringing people under

[02:35:05] your spell to seduce or Swindle them here they feel weak and succumb to deception more easily as powerful as

[02:35:12] they may be people like this can be turned to use it is often better to isolate your enemies than to destroy

[02:35:19] them you seem less brutal look at them like apples falling into your lap easily

[02:35:25] seduced and able to catapult you into Power yourself isolation disheartens the Sheep Beyond

[02:35:32] any rational measure and most important of all cancer begins with a single cell

[02:35:37] excise it before it spreads Beyond cure how does one isolate his enemies render

[02:35:44] their actions visible and they lose their power to upset separate your victims from their power base or their

[02:35:50] usual social context the result is the same as that achieved with the help of an assassin for in the game of power

[02:35:56] isolation spells death there's three kinds of isolation the

[02:36:01] physical banishment or absence from the court the political narrowing their base of support and the psychological

[02:36:08] alienating them from the group through slander and insinuation remember these when someone is trying to isolate you

[02:36:16] Machiavelli wrote any harm you do to a man should be done in such a way that you need not fear his revenge basically

[02:36:24] what law 15 is all about crushing your opponents completely if you act to isolate your enemy make sure he lacks

[02:36:31] the means to repay the favor if you apply this law in other words apply it from a position of superiority

[02:36:39] so that you have nothing to fear from his resentment I have recently watched a

[02:36:44] great movie with Keanu Reeves and you know when Keanu is in it that that is pretty much a given but the movie tells

[02:36:50] the story of the 47 Ronin as a samurai warrior you swore allegiance to your

[02:36:55] Masters if they were to be killed their death had to be Avenged if the samurai

[02:37:01] refused to take revenge in their fallen Leader's name they would lose the honor of being a samurai from there on living

[02:37:08] a dishonorable life in shame as Ronin what happens in the movie is what happens if you fail to isolate your

[02:37:15] enemy from his followers even post-mortem your enemies may come to haunt you in the form of their allies

[02:37:21] law 43 work on the heart and mind of others

[02:37:26] coercion creates a reaction that will eventually work against you you must seduce others into wanting to move in

[02:37:32] your direction a person you've seduced becomes your loyal pawn and the way to seduce others is to operate under

[02:37:38] individual psychologies and weaknesses soften after resistant by working on their emotions playing on what they hold

[02:37:43] dear and what they fear ignore the hearts and minds of others and they will grow to hate you

[02:37:50] near the end of the reign of Louis 15 all our friends seemed desperate for change when the king's grandson and

[02:37:56] chosen success for the future Louis XVI married the 15 year old daughter of the Empress of Austria the French caught a

[02:38:02] glimpse of the future that seemed hopeful the Young Bride Marie Antoinette but as soon as Marie Antoinette became

[02:38:09] Queen she abandoned herself to the pleasures she loved most ordering and wearing the most expensive gowns and

[02:38:15] jewelry in the realm sporting the most elaborate hair in history her sculpted quaffios Rising as much as three feet

[02:38:21] above her head and throwing a constant succession of masked balls and feets

[02:38:26] all of these whims she paid for on credit never concerning herself with the cost or who paid the bills she had been

[02:38:34] running up her huge expenditures the country was headed for ruin but her subjects could rot in hell for all she

[02:38:40] cared in 1789 an unprecedented events took

[02:38:46] place the beginning of the French Revolution the queen did not worry let the people have their little Rebellion

[02:38:51] she seemed to think it would soon quiet down and she would be able to resume her life of pleasure that year the people

[02:38:58] marched on Versailles forcing the royal family to quit the palace and take residence in Paris this was a Triumph

[02:39:04] for the rebels but it offered the queen an opportunity to heal the wounds she had opened and established contact with

[02:39:10] the people the queen however had not learned her lesson not once would she leave the palace during her stay in

[02:39:16] Paris in October of 1793 when the revolution officially declared the end of the

[02:39:22] monarchy she was found guilty and finally knelt at the guillotine on repentance and defiant to The Bitter End

[02:39:29] here are five of the most disastrous attitudes in the realm of power types like Marie Antoinette live in their own

[02:39:36] bubble they seem to feel they are born kings and queens and that attention is owed them they do not consider anyone

[02:39:42] else's nature but bulldoze over people with their self-righteous arrogance pampered and indulged as children so as

[02:39:49] adults they still believe that everything must come to them convinced of their own charm they make no effort a

[02:39:54] charm seduce or gently persuade anyone when the energy and the Art of Seduction

[02:40:00] commands that at all times you must attend to those around you gorging their particular psychology tailor your words

[02:40:07] to what you know will entice and seduce them the higher you are elevated above the crowds the greater the need to

[02:40:13] remain attuned to the hearts and minds of those below you create a base of support to maintain you at the Pinnacle

[02:40:20] your first option to not distress yourself with such Petty Affairs may be quick and easy but over time it Brews

[02:40:28] ugly emotions in the hearts of the vanquished their resentment turns to hatred such animosity keeps you on the

[02:40:34] edge you spend your energy protecting what you've gained growing paranoid and defensive without that base of support

[02:40:41] your power will teeter and at the slightest change of Fortune those below you will gladly assist in your Fall From

[02:40:47] Grace force will only strengthen their resistance

[02:40:54] think critically before you act use patience it brings you peace of mind it

[02:40:59] converts a potential enemy into a pillar of support take the time to calculate and attune yourself to your Target's

[02:41:05] emotional makeup and psychological weaknesses be alert to what separates them from everyone else their individual

[02:41:11] psychology and what they share with everyone else soften them up alternate harshness with

[02:41:17] mercy and play on their basic fears hate jealousy and also primary emotions once

[02:41:23] you break them down you will have a lifelong friend and fiercely loyal Ally demonstrating as simply as possible how

[02:41:29] an action will benefit them self-interest is the strongest motive of all it secures the deal The Wider your

[02:41:36] support base the stronger your power but red lightly understanding that one

[02:41:42] alienated disaffected Soul can spark a blaze of this content you too must constantly win over more allies on all

[02:41:49] levels law 44 disarm and infuriate with the mirror effect

[02:41:54] the mirror reflects reality but it is also the perfect tool for deception when you mirror your enemies doing exactly as

[02:42:01] they do they cannot figure out your strategy the mirror effect marks and humiliates them making them overreact by

[02:42:08] holding up a mirror to the psyches you seduce them with the illusion that you shared their values by holding up a

[02:42:13] mirror to their actions you teach them a lesson few can resist the power of the mirror effect

[02:42:21] early on in his career the ambitious Statesman and general alcibiadis of Athens fashioned a formidable weapon

[02:42:28] that became the source of his power in every encounter with others he would sense their moods and tastes then

[02:42:34] carefully tailor his words and actions to mirror their inmost desires he would seduce them with the idea that their

[02:42:40] values were Superior to everyone else's and that his goal was to model himself on them or help them realize their

[02:42:46] dreams few could resist his charm the first man to fall under his spell was the Philosopher's Socrates alsipides

[02:42:54] represented the opposite of the socratic ideal of Simplicity and uprightness he lived lavishly and was completely

[02:43:00] unprincipled whenever he met Socrates however he mirrored the older man's sobriety eating simply accompanying

[02:43:07] Socrates on long walks and talking only of philosophy and virtue Socrates was not completely fooled he was not unaware

[02:43:14] of el siberi's other life but that only made him vulnerable to a logic that flattered him only in my presence does

[02:43:21] this man submit to a virtuous influence only I have such power over him this

[02:43:26] feeling intoxicated Socrates who became al-sibilities fervent admirer and supporter one day even risking his own

[02:43:33] life to rescue the young man in battle al-sibilities then Charmed the Athenians got accused of profaning sacred statues

[02:43:40] and fled he then Charmed the Spartans impregnated the king's wife and fled and

[02:43:46] lastly he jumped the Persians secretly helping the Athenians win their war with Sparta and well fled Persia but returned

[02:43:54] back home were the Athenians embraced him with open arms in 408 BC

[02:43:59] wherever elseibilities went whoever he had to deal with he would leave behind his own values and appear to share the

[02:44:05] values of his victims no one could resist a man who not only Concord with them but also admired their ways of

[02:44:11] living seeming to be one of their own this mirror effect this very early

[02:44:16] discovery of what some call a neurosemplistic programming technique today was way more effective than any

[02:44:22] sharpened sword and shield lcbds could have wielded green describes these four main mirror

[02:44:29] effects the neutralizing effect the narcissus effect the moral effect and

[02:44:34] the hallucinatory effect all good and well but what does that mean in a circus

[02:44:40] I am so glad you asked in neutralizing do what your enemies do following their

[02:44:45] actions as best as you can and they can't see what you're up to as their strategy for dealing with you depends on

[02:44:51] your reaction with the narcissus effect you look deep into the souls of other people fade them their inmost desires

[02:44:57] their values their tastes their spirit and you reflect it back to them feeding their narcissism

[02:45:03] with the moral effect you'll mirror what other people have done to you and do so in a way that makes them realize you are

[02:45:10] doing to them exactly what they did to you the hallucinatory effect comes from creating a perfect copy of an object a

[02:45:17] place or a person mirroring people is extremely effective you give them the feeling that you share

[02:45:23] their thoughts and goals if they suspect you have ulterior motives the mirror Shields you preventing them from

[02:45:29] figuring you out by playing the doable you steal their Thunder suck away their initiative and make them feel helpless

[02:45:35] you also gain the ability to choose when and how to unsettle them the mirror

[02:45:41] saves you mental energy simply echoing the moves of others gives you the space you need to develop a strategy of your

[02:45:47] own but tread lightly mirrors contain great power but also dangerous reefs you can

[02:45:54] often back into a mirrored situation without fully understanding it most often you suffer by the comparison

[02:46:00] seeming either weaker than the previous occupant of your position or else tainted by any unpleasant associations

[02:46:05] that person has left behind avoid the association effects like the plague in a

[02:46:10] mirrored situation you have little or no control over the reflections and Recollections that will be connected to

[02:46:16] you any situation beyond your control is dangerous doesn't matter if the personal event has positive associations you will

[02:46:24] suffer from not being able to live up to them since the past generally appears greater than the present law 45 preach

[02:46:31] change but never reform quickly everyone understands the need for change

[02:46:36] in the abstract but on the day-to-day level people are creatures of habit too much Innovation is traumatic and will

[02:46:42] lead to revolt if you're new to a position of power or an outsider trying to build a power base make a show of

[02:46:48] respecting the old way of doing things if change is necessary make it feel like a gentle Improvement on the past

[02:46:56] sometime in the early 1520s King Henry VII of England decided to divorce his

[02:47:01] wife Catherine of Aragon because she had failed to Bear him a son and because he had fallen in love with the young and

[02:47:07] calmly unbolia Bole or something like that the pope proposed the divorce and threatened the king with excommunication

[02:47:13] the king's most powerful Minister Cardinal wallsey also saw no need for divorce and his whole farted support of

[02:47:20] the king cost him his position and soon his life one man in Henry's cabinet Thomas

[02:47:25] Cromwell not only supported him in his desire for divorce but had an idea for realizing it a complete break with the

[02:47:32] past he convinced the king that by severing ties with Rome and making himself the head of a newly formed

[02:47:38] English church he could divorce Catherine and marry Anne by 1531 Henry saw this as the only

[02:47:45] solution to reward Cromwell for a simple but brilliant idea he elevated the son of a blacksmith to the post of Royal

[02:47:51] Consular so far as we've seen in law 36 disdain thinks you cannot have this

[02:47:56] strategy was a great success King Henry successfully impregnated his new fertile wife and could now rest assured his

[02:48:03] legacy would carry on but this new character Thomas Cromwell he wasn't in any way subtle about his approach he

[02:48:10] envisioned a new Protestant order in England with the power of the Catholic Church smashed and its vast wealth in

[02:48:16] the hands of the king and the government and his ways of going about it were unabashedly bold he began to seize the

[02:48:22] Holdings in the churches and monasteries of England putting them out of existence one by one virtually overnight England

[02:48:28] was converted to a new official religion a terror fell on the country some people had suffered under the Catholic Church

[02:48:35] which before the reforms had been immensely powerful but most britons had strong ties to Catholicism and to its

[02:48:41] comforting rituals they watched in horror as churches were demolished images of the Madonna and Saints were

[02:48:47] broken in pieces stained glass windows were smashed and the church's Treasures were confiscated

[02:48:53] 1535 powerful revolts in the north of England threatened to topple Henry from his throne by the following year he had

[02:48:59] suppressed their rebellions but he had also begun to see the costs of cromwell's reforms the king himself had

[02:49:06] never wanted to go this far he had only wanted a divorce it is critical to understand that change

[02:49:12] comes with consequences the man who initiates strong reforms often becomes the scapegoat for any kind of

[02:49:18] dissatisfaction eventually the reaction to your reforms May consume you for change is upsetting to the human animal

[02:49:24] even when it is for the good you can see this for example with the YouTube comment section when it changed to this

[02:49:30] Google Plus thing when it actually improved but people were still upset because change is generally a wish

[02:49:36] people have but dislike when it's happening ironic to say the least the world is and always has been full of

[02:49:43] insecurity and threat and we latch on to familiar faces and create habits and rituals to make the world more

[02:49:49] comfortable change can be pleasant and even sometimes desirable in the abstract but too much of it creates an anxiety

[02:49:55] that will steer and boil beneath the surface and then eventually erupt so how does one approach times of reforming

[02:50:02] change a simple gesture like using an old title or keeping the same number of

[02:50:07] a group will tie you to the past and support you with the authority of History make a loud and public display

[02:50:12] of support for the values of the past seem to be a zealot for tradition and few will notice how unconventional you

[02:50:19] really are quietly enact a radical change while appearing to safeguard tradition the changes you make must seem

[02:50:26] less Innovative than they are if your reform is too far ahead of its time few will understand it and it will stir up

[02:50:32] anxiety and be hopelessly misinterpreted also if you work in a tumultuous time there is power to be gained by preaching

[02:50:39] a return to the past the comfort fourth tradition and ritual but during a period of stagnation on the other hand play the

[02:50:46] card of Reform and Revolution but be aware of what you stir up those who finish a revolution are rarely those who

[02:50:52] started you will not succeed at this Dangerous Game unless you are willing to forestall the inevitable reaction

[02:50:58] against it by playing with appearances and building on the past as always be warned the past is a corpse to be used

[02:51:05] as you see fit if what happened in the recent past was painful and harsh it is self-destructive to associate yourself

[02:51:12] with it even an ugly recent history will seem preferable to an empty space fill

[02:51:17] that space immediately with new rituals and forms soothing and growing familiar these will secure your position among

[02:51:24] the masses the perfect example once again is as detailed in Law 26 Keep Your

[02:51:29] Hands Clean borja who was facing a great disdain from the populace from all the

[02:51:34] gruesome actions that come with his Ascent to the throne they wanted immediate change or a revolution would

[02:51:39] have broken out cesarean made a public display of his spiked up

[02:51:45] head and then went on to throw many balls feeds hand out food basically appear like a saint in short he calmed

[02:51:52] the people who had wanted his Downfall with prompt change and strategic generosity as seen in law 40 with Louis

[02:51:58] XIV by leaving the dark past behind and announcing the good times that lie ahead law 46 never appear Too Perfect

[02:52:06] [Music] appearing better than others is always dangerous but most dangerous of all is

[02:52:12] to appear to have no faults or weaknesses Envy create silent enemies it is smart to occasionally display the

[02:52:18] effects and admit to harmless vices in order to deflect envy and appear more human and approachable only gods and the

[02:52:26] dead can seem perfect with impunity law 47 in Victory learn when to stop

[02:52:34] the moment of Victory is often the moment of greatest Peril In the Heat of Victory arrogance and overconfidence can

[02:52:39] push you past the goal you had aimed for and by going too far you make more enemies than you defeat do not allow

[02:52:45] success to go to your head there is no substitute for strategy and careful planning set a goal and when you reach

[02:52:51] it stop no single person in history has occupied

[02:52:57] a more delicate and precarious position than the king's mistress she had no real or legitimate power base to fall back on

[02:53:03] in times of trouble she was surrounded by packs of envious couriers eagerly anticipating her fall from grace and

[02:53:10] finally since the source of her power was usually her physical Beauty for most Royal mistresses that fall was

[02:53:16] inevitable and unpleasant when Jean Antoinette wasong was a

[02:53:22] middle-class child of nine she had been told by a fortune teller that she would someday be the King's favorite

[02:53:28] this seemed an absurd dream since the Royal mistress almost always came from the aristocracy Jean nevertheless

[02:53:35] believed herself destined to seduce the king and doing so became her obsession

[02:53:41] she applied herself to the talents the King's favorite had to have music dancing acting horseback riding and she

[02:53:48] excelled in every one of them word quickly spread of her beauty Talent charm and intelligence Jean poisson

[02:53:54] became close friends with Voltaire Montesquieu and other great minds of the time but she never lost sight of the

[02:54:00] goal she had set for herself as a girl to capture the heart of the king

[02:54:05] in 1744 Louis xv's current mistress The Duchess de Chateau died Jean placed

[02:54:12] herself everywhere he would be at masked balls at Versailles at the Opera wherever their paths would cross and

[02:54:18] wherever she could display her many talents the king succumbed to her charms and in a ceremony at Versailles in

[02:54:24] September of 1745 this 24 year old daughter of a middle-class banking agent

[02:54:29] was officially inaugurated as the king's mistress from now on she would be known as Madame de pompadour

[02:54:36] she organized elaborate hunting parties masked balls and whatever else it would take to keep the king amused and divert

[02:54:43] it outside the bedroom she became a Patronus of the Arts and the Arbiter of taste and fashion for all

[02:54:49] of France her enemies at the court only grew a number with each new success but

[02:54:54] Madame de pompadour thwarted them in a totally novel way for a king's mistress with extreme politeness

[02:55:01] in 1751 when Madame de pompadour was at the height of her power she experienced

[02:55:06] her worst crisis she found it increasingly difficult to meet the king's demands in bed this was usually

[02:55:13] the point at which the mistress would meet her end struggling to maintain her position as her beauty faded

[02:55:21] encouraged the king to set up a brothel on the grounds of Versailles there the middle-aged King could have Liaisons

[02:55:27] with the most beautiful young girls in the realm herenus mistress had lasted an unprecedented 20 years she was regretted

[02:55:34] by all wrote The Duke for she was kindly and helpful to everyone who approached

[02:55:39] her was aware of the temporariness of her power she succeeded where all others had

[02:55:46] failed because she never pressed her good fortune instead of bullying the quarters from her powerful position as

[02:55:52] the king's mistress she tried to win their support she never revealed the slightest hint of greed or arrogance

[02:55:58] when she could no longer perform her physical duties as mistress she did not fret at the thought of someone replacing

[02:56:04] her in bed she simply encouraged the king to take young lovers knowing that they're younger and prettier they were

[02:56:11] the less of a threat they posed since they could not compare to her in charm and sophistication and would soon bore

[02:56:18] the monarch notice how Jean Antoinette poisson aside from her Origins appeared to be perfect

[02:56:24] and still managed not to stir up too much envy and where there was trouble Brewing she dealt with it with extreme

[02:56:30] kindness law 48 assume formlessness

[02:56:37] by taking a shape by having a visible plan you open yourself to attack instead of taking a form for your enemy to grasp

[02:56:44] keep yourself adaptable and on the Move accept the fact that nothing is certain and no law is fixed the best way to

[02:56:50] protect yourself is to be as fluid and formless as water never bet on stability or lasting order everything changes

[02:57:00] when a Spartan boy reached the age of seven he was taken from his mother and placed in a military Club where he was

[02:57:06] trained to fight and underwent the strictest discipline the boys slept on beds of reeds they were allotted only

[02:57:12] one outer garment to wear for an entire year they studied none of the Arts music

[02:57:17] was banned and only slaves were permitted to practice the crafts that were necessary to sustain them the only

[02:57:24] skills the Spartans thought were those of warfare children seen as weaklings were left to die in a cavern in the

[02:57:30] mountains no system of money or trading was allowed in Sparta acquired wealth

[02:57:35] they believed was so selfishness and dissension weakening their Warrior discipline

[02:57:41] Sparta was a society dedicated to the Art of War Spartans would be tougher

[02:57:46] stronger and fiercer than their neighbors this was the only way they could ensure their stability and

[02:57:52] survival the Spartan single-mindedness allowed in the Forge the most powerful infantry in

[02:57:58] the world they marched in perfect order and fought with incomparable bravery their tight-knit phalanxes could

[02:58:04] Vanquish an army ten times their size as they proved in defeating the Persians at thermopile a Spartan column on the March

[02:58:12] would strike Terror in the enemy it seemed to have no weaknesses yet although the Spartans proved

[02:58:18] themselves Mighty Warriors they had no interest in creating an Empire they only wanted to keep what they had already

[02:58:24] conquered and to defend it against Invaders decades would pass without a single

[02:58:29] change in the system that had succeeded so well in preserving Sparta's status quo

[02:58:35] at the same time that the Spartans were evolving their war-like culture Athens was rising to equal prominence

[02:58:41] they took the sea became great merchants and spread their currency throughout the Mediterranean

[02:58:47] unlike the rigid Spartans the Athenians responded to every problem with consumer creativity adapting to the occasion and

[02:58:54] creating new social forms and new Arts at an incredible Pace their society was in constant flux

[02:59:00] in 431 BC the war that had been brewing between Athens and Sparta for so long

[02:59:06] finally erupted it lasted 27 years but after many twists of Fortune the Spartan

[02:59:11] War Machine finally emerged Victorious Sparta had defeated Athens but the fluid

[02:59:17] Athenian way of life was slowly breaking down its discipline and loosening its rigid order

[02:59:23] they were adapting to losing their empire managing to thrive as a cultural and economic Center meanwhile Sparta

[02:59:30] grew weaker and weaker some 30 years after defeating Athens it lost an important battle with the city-state of

[02:59:36] Thieves almost overnight this once mighty nation collapsed and would never

[02:59:42] recover in facing a serious problem controlling Superior numbers Sparta reacted like an

[02:59:49] animal that develops the shell to protect itself from the environment but like a turtle the Spartans sacrifice

[02:59:55] Mobility for safety they had no culture Beyond Warfare no Arts to relieve the

[03:00:00] tension a constant anxiety about the status quo Victory would mean new lands

[03:00:05] to govern which they did not want defeat would mean the end of their military machine which they didn't want either

[03:00:11] only stasis allowed them to survive

[03:00:17] but nothing in the world can remain stable forever and the shell or system you evolve for your protection will

[03:00:24] someday prove your undoing it is best to adapt and overcome instead [Music]

[03:00:30] when you want to fight us we don't let you and you can't find us but when we want to fight you we make sure that you

[03:00:35] can't get away and we hit you squarely and wipe you out the enemy advances we Retreat the enemy camps we harass the

[03:00:42] enemy tires we attack the enemy Retreats we pursue

[03:00:53] foreign democrates

[03:00:59] the best services

[03:01:09] [Music]