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The Prince The Original Classic Capstone Classics

*Classic, Renaissance-era
guide to acquiring and
maintaining political power.
Today, nearly 500 years
after it was written, this
calculating prescription for
autocratic rule continues to
be much read and studied.*
THE HANDBOOK FOR LEADERS *The
Prince is often regarded as
the first true leadership
book. It shocked
contemporary readers with
its ruthless call for
fearless and effective
action. With simple prose*

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and straightforward logic Machiavelli's guide still has the power to surprise and inform anyone hoping to make their way in the world. This keepsake edition includes an introduction by Tom Butler-Bowdon, drawing out lessons for managers and business leaders, and showing how The Prince remains vital reading for anyone in the realm of business or politics. Spanning an age that witnessed great achievements in the arts and sciences, this definitive overview of the Italian Renaissance will both captivate ordinary readers and challenge specialists. J. H. Plumb's

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impressive and provocative narrative is accompanied by contributions from leading historians, including Morris Bishop, Jacob Bronowski, Maria Bellonci, and many more, who have further illuminated the lives of some of the era's most unforgettable personalities, from Petrarch to Pope Pius II, Michelangelo to Isabella d'Este, Machiavelli to Leonardo. A highly readable and engaging volume, The Italian Renaissance is a perfect introduction to the movement that shaped the Western world.

An enchantress is murdering Queen Kartek's soldiers and threatening her kingdom.

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Kartek's healing jewel has been lost. Her only hope of saving her kingdom seems to lie in the hands of the green-eyed stranger who claims he can save her jewel and her people...but the price is steep, and the young queen doesn't have much time. In this novella retelling of The Frog Prince, seventeen-year-old Queen Kartek has resigned herself to marrying the greatest warrior in the Megal Desert. Her true joy, however, lies in sharing her healing powers with her people. But when an enchantress attacks, her betrothed is murdered, and danger camps outside of

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Hedjet's gates, Kartek's world is turned upside down. To make matters worse, her healing jewel falls into an abandoned well just when she needs it the most, and her only hope of retrieving the jewel lies in marrying a green-eyed stranger and making him king. Kartek must either choose to trust that her new husband's intentions are as honorable as he promises, or to try and defeat the enchantress alone. For as much as she resents her new husband, she quickly realizes that there is more to this quiet man than meets the eye. He might just be the miracle her kingdom needs...and the balm

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she craves for her lonely heart. The Green-Eyed Prince is a novella set in the world of the Classical Kingdoms Collection, a series of clean fairy tale retellings full of sacrifice, true love, and the magic of happily ever afters. It can, however, be read as a stand-alone.

*Two Classic Works of Strategy, Tactics and Politics by One of the Foremost Proponents
The Prince and the Art of War*

*Utopia
The History of Rasselas,
Prince of Abyssinia
Discourses on Livy*

THE LANDMARK BOOK ON GOOD

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FORTUNE! Why do some people always seem to have good luck? Is it chance or can luck be learned? This easy-to-read original classic edition with an afterword by historian and New Thought scholar Mitch Horowitz will teach you a workable, practical program for increasing luck in all areas of your life and show you that luck is not chance—it can be cultivated. In *How to Attract Good Luck*, author A.H.Z. Carr shows you how to develop your character and choose the right opportunities available to all, but which most unthinkingly pass right by. Whether in your career or your relationships, this practical program will guide you to happiness and success as you adjust your mindset to living a life of good fortune. You will learn: To spot chance events that will bring luck The personality traits that

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attract good luck How to select lucky friends and acquaintances that bring good fortune To read cycles of luck and take advantage of them The way to attract lucky breaks and make the most of them How to avoid bad luck To place yourself in the path of fate Immediate steps to increase your luck in all areas of life How you can align your mind with patterns of behavior that attract luck Throw away your rabbit ' s foot, four-leaf clover and lucky charm! This is not a guide for gamblers or a volume of superstition, but a playbook for peak performers and anyone who wants to attain the most they can from life. Luck is an accessible mindset that anyone can achieve.

Self Mastery Through Conscious Autosuggestion is an instruction manual in the ideas and methods of

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the early twentieth- century French psychologist Emile Coué . Shortly before his death in 1926, this self-taught therapist became an international sensation for his program of “conscious autosuggestion.” His method challenged the existing reliance on chemicals and clergy, causing quite a stir throughout the scientific and religious communities. In this volume, discover Coué ’ s method of how to:

- Reprogram your psyche through the repetition of key mantras or affirmations
- drastically improve health
- Revamp your self-image
- Feel a greater sense of well-being
- Affirm daily in a simple mantra: “Day by day, in every way, I am getting better and better”

Critics mocked the simplicity of his program, but tens of thousands of followers in the United States and Europe swore that Coué had turned

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their lives around with methods that could be tried any time, and anywhere. This Original Classic Edition is a work of real and unique value. It includes an introduction by Mitch Horowitz, a PEN Award-winning historian and the author of books including *The Miracle of a Definite Chief Aim*, *The Power of the Master Mind* and *The Miracle Club: How Thoughts Become Reality*. The *Washington Post* says Mitch “treats esoteric ideas and movements with an even-handed intellectual studiousness that is too often lost in today ’ s raised-voice discussions.”

Two Masterpieces of tactics and strategy There have been few men so distinguished that their names have been embraced into the language, but the author of the two works in this special Leonaur edition is a notable and famous example. Everyone who is

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aware of Niccolo Machiavelli, the Renaissance Florentine founder of political science knows his name is a by-word for the real or 'devil's politics'-the ruthless system employed by most men and institutions of power and the practice of which is-naturally-roundly denied by all of them.

Machiavelli was, in fact, a man of many other talents and parts. Poet, songwriter, civil servant, diplomat, playwright and philosopher. He held office in the Florentine Republic whilst the Medicis were out of power and wrote his masterpiece and most famous work, *The Prince*, on their return to Florence. Today, some 500 years later, Machiavelli's theories remain highly respected and are still studied by military men, politicians and those in business. Machiavelli's *The Art of War-politics* by other means-

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makes a fitting companion piece to The Prince in this new edition which will be a valuable addition to any library. Leonaur editions are newly typeset and are not facsimiles; each title is available in softcover and hardback with dustjacket; our hardbacks are cloth bound and feature gold foil lettering on their spines and fabric head and tail bands.

NEW YORK TIMES BESTSELLER

The complete, uncensored history of the award-winning The Daily Show with Jon Stewart, as told by its correspondents, writers, and host. For almost seventeen years, The Daily Show with Jon Stewart brilliantly redefined the borders between television comedy, political satire, and opinionated news coverage. It launched the careers of some of today's most significant comedians,

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highlighted the hypocrisies of the powerful, and garnered 23 Emmys. Now the show's behind-the-scenes gags, controversies, and camaraderie will be chronicled by the players themselves, from legendary host Jon Stewart to the star cast members and writers-including Samantha Bee, Stephen Colbert, John Oliver, and Steve Carell - plus some of The Daily Show's most prominent guests and adversaries: John and Cindy McCain, Glenn Beck, Tucker Carlson, and many more. This oral history takes the reader behind the curtain for all the show's highlights, from its origins as Comedy Central's underdog late-night program to Trevor Noah's succession, rising from a scrappy jester in the 24-hour political news cycle to become part of the beating heart of politics-a trusted source for not only comedy but

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also commentary, with a reputation for calling bullshit and an ability to effect real change in the world. Through years of incisive election coverage, passionate debates with President Obama and Hillary Clinton, feuds with Bill O'Reilly and Fox, and provocative takes on Wall Street and racism, The Daily Show has been a cultural touchstone. Now, for the first time, the people behind the show's seminal moments come together to share their memories of the last-minute rewrites, improvisations, pranks, romances, blow-ups, and moments of Zen both on and off the set of one of America's most groundbreaking shows.

Your Invisible Power and Attaining
Your Desires (Original Classic Edition)
Translated Into English By Luigi Ricci
How to Attract Good Luck (Original
Classic Edition)

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The Prince Classic Edition(Original
Annotated)

Second Edition

Machiavelli's highly influential treatise on political power The Prince shocked Europe on publication with its advocacy of ruthless tactics for gaining absolute power and its abandonment of conventional morality. Niccoló Machiavelli drew on his own experience of office under the turbulent Florentine republic, rejecting traditional values of political theory and recognizing the complicated, transient nature of political life. Concerned not with lofty ideal but with a regime that would last, The Prince has become the bible of realpolitik, and it still retains its power to alarm and to instruct. In this edition,

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Machiavelli's tough-minded and pragmatic Italian is preserved in George Bull's clear, unambiguous translation. For more than seventy years, Penguin has been the leading publisher of classic literature in the English-speaking world. With more than 1,700 titles, Penguin Classics represents a global bookshelf of the best works throughout history and across genres and disciplines. Readers trust the series to provide authoritative texts enhanced by introductions and notes by distinguished scholars and contemporary authors, as well as up-to-date translations by award-winning translators.

An abridged version of the Mark Twain classic in which young Edward VI of England and a poor

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boy who resembles him exchange places and each learns something about the other's very different station in life.

The Prince is often claimed to be one of the first works of modern philosophy, especially modern political philosophy, in which the effective truth is taken to be more important than any abstract ideal.

The Prince: is a 16th-century political treatise by the Italian diplomat and political theorist Niccolò Machiavelli. From his correspondence, a version appears to have been distributed in 1513, using a Latin title, De Principatibus.

The Prince (Collins Classics)

The Italian Renaissance

The Green-Eyed Prince

The Daily Show (The Book)

A Machiavellian Approach to Men's

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Style

**New York Times bestseller:
A “powerful” Southern
drama about the
destructive repercussions
of keeping an unspeakable
family secret (The Atlanta
Journal). Tom Wingo has
lost his job, and is on the
verge of losing his
marriage, when he learns
that his twin sister,
Savannah, has attempted
suicide again. At the behest
of Savannah’s psychiatrist,
Dr. Susan Lowenstein, Tom
reluctantly leaves his home
in South Carolina to travel
to New York City and aid in
his sister’s therapy. As**

Tom's relationship with Susan deepens, he reveals to her the turbulent history of the Wingo family, and exposes the truth behind the fateful day that changed their lives forever. Drawing richly from the author's own troubled upbringing, *The Prince of Tides* is a sweeping, powerful novel of unlocking the past to overcome the darkest of personal demons—it's Pat Conroy at his very best. This book is a result of an effort made by us towards making a contribution to the preservation and repair

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of original classic literature. In an attempt to preserve, improve and recreate the original content, we have worked towards: 1. Type-setting & Reformatting: The complete work has been re-designed via professional layout, formatting and type-setting tools to re-create the same edition with rich typography, graphics, high quality images, and table elements, giving our readers the feel of holding a 'fresh and newly' reprinted and/or revised edition, as opposed to other scanned & printed

**(Optical Character
Recognition - OCR)**

reproductions. 2.

**Correction of imperfections:
As the work was re-created
from the scratch, therefore,
it was vetted to rectify
certain conventional norms
with regard to
typographical mistakes,
hyphenations,
punctuations, blurred
images, missing
content/pages, and/or other
related subject matters,
upon our consideration.
Every attempt was made to
rectify the imperfections
related to omitted
constructs in the original**

edition via other references. However, a few of such imperfections which could not be rectified due to intentional\unintentional omission of content in the original edition, were inherited and preserved from the original work to maintain the authenticity and construct, relevant to the work. We believe that this work holds historical, cultural and/or intellectual importance in the literary works community, therefore despite the oddities, we accounted the work for print as a part of our continuing effort

towards preservation of literary work and our contribution towards the development of the society as a whole, driven by our beliefs. We are grateful to our readers for putting their faith in us and accepting our imperfections with regard to preservation of the historical content.

HAPPY READING!

Machiavelli based "The Prince" on his profound understanding of human nature. This short treatise on Renaissance statecraft and power has been controversial and inspiring since its first publication

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nearly 500 years ago. Machiavelli's analysis of the ways men seize, retain, and lose power represented the first expose of realpolitik and it has been used ever since as a handbook for manipulating events to one's own advantage. Here, Machiavelli's text is interpreted for the modern day world of business. Tim Phillips' interpretation of Machiavelli's work is not a substitute for the original; its purpose is simply to illustrate the timeless nature of Machiavelli's insights by bringing them to life through modern

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business and political case studies. This brilliant interpretation of "The Prince" is an entertaining accompaniment to one of the most famous books ever written.

A deluxe, high-quality edition of Friedrich Nietzsche's seminal work Beyond Good and Evil is one of the final books by German philosopher Friedrich Nietzsche. This landmark work continues to be one of the most well-known and influential explorations of moral and ethical philosophy ever conceived. Expanding on

the concepts from his previous work Thus Spoke Zarathustra, Nietzsche adopts a polemic approach to past philosophers who, in his view, lacked critical sense in accepting flawed premises in their consideration of morality. The metaphysics of morality, Nietzsche argues, should not assume that a good man is simply the opposite of an evil man, rather merely different expression of humanity's common basic impulses. Controversial in its time, as well as hotly debated in the present, Nietzsche's work

moves beyond conventional ethics to suggest that a universal morality for all human beings in non-existent - perception, reason and experience are not static, but change according to an individual's perspective and interpretation. The work further argues that philosophic traditions such as "truth," "self-consciousness" and "free will" are merely inventions of Western morality and that the "will to power" is the real driving force of all human behaviour. This volume: Critiques the belief

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that actions, including domination or injury to the weak, can be universally objectionable Explores themes of religion and “master and slave” morality Includes a collection of stunning aphorisms and observations of the human condition Part of the bestselling Capstone Classics Series edited by Tom Butler-Bowdon, this collectible, hard-back edition of Beyond Good and Evil provides an accessible and insightful Introduction by leading Nietzsche authority Dr Christopher

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Janaway. This deluxe volume is perfect for anyone with interest in philosophy, psychology, science, history and literature.

Large Print

The Prince

A Tale

The Little Prince

"Clothes make the man." Mark Twain never worked in today's fast-paced workplace, but his observation has never been keener: clothes do make the man. With *The Suit*, Nicholas Antongiavanni provides a masterly manual on what it takes to succeed: advice on how to

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dress with style, flair, and an eye toward gaining power. That's because "business casual" has proved itself a one-way ticket to a lifetime in the corporate dungeon. But if you apply the sartorial advice proffered in *The Suit* to your clothes, you will project elegance, bravado, and success. Drawing inspiration from Machiavelli's *The Prince*, Antongiavanni has crafted an essential handbook for the ambitious man who recognizes that smart and stylish appearance is a lever to power. From neckties to footwear, belts to suspenders, lapels to handkerchiefs, *The Suit* leaves no garment or accessory untouched and will inject a dose of good taste

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into your closet. The debates over double-breasted vs. single, two-buttons vs. three, English vs. Italian, and many others are settled with wit by Antongiavanni's wealth of knowledge in the art of dress. The Suit is much more than a simple how-to manual -- Antongiavanni packs these pages with insightful and sometimes stinging commentary on celebrities and the clothes they wear. Leading public figures from David Letterman to Donald Rumsfeld are picked apart at the seams. Antongiavanni uses powerful men in the public eye as entertaining examples of how to dress properly and what garish mistakes to avoid. Whether you are already a

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corporate Prince -- or if you are a Joe Cubicle aspiring to be something greater -- The Suit will teach you how to make your clothes work for you. No matter what your physical build or your status in the workplace, let Nicholas Antongiavanni be your fashion consultant.

Sir Thomas More (1477 - 1535) remains one of the most enigmatic thinkers in history, due to the enduring mysteries surrounding his best-known work, Utopia. In his socio-political work, More writes of a traveller's account of a newly discovered island in which the inhabitants share a common culture and way of life. As the traveller

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describes the harmony, equality, and prosperity of the island, a dramatic contrast is drawn between his imagined community and the very real poverty, crime and political corruption of 16th century Europe. In Utopia, More explores topics such as crime, punishment, education, multi-religion societies, divorce, euthanasia and women's rights, making the book as relevant today as it was 500 years ago. Part of the bestselling Capstone Classics Series edited by Tom Butler-Bowdon, this attractive, high-quality edition also features an introduction from writer, economist and historian, Niall Kishtainy.

THIS ORIGINAL CLASSIC

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EDITION OF TWO
INCREDIBLE WORKS BY
GENEVIÈVE BEHREND
FEATURES AN AFTERWORD
BY NEW YORK TIMES
BESTSELLING AUTHOR,
SPIRITUAL TEACHER AND
STAR OF THE SECRET, JOE
VITALE. Behrend was a French-
born author and teacher of Mental
Science, a New Thought discipline
created by Thomas Troward, with
whom she studied from 1912-1914.
In *Your Invisible Power*, Behrend,
presents the Troward philosophy at
its best, explaining in detail how to
use the incredible mental power
available to everyone to manifest
and create what they desire most.

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Her direct and dynamic personality relates the life-changing concepts on a personal level and explains what Mental Science is and how to apply its teachings in everyday life. She offers specific examples from her own life and practical advice for understanding and incorporating Troward ' s teachings. As Behrend says, “ We all possess more power and greater possibilities than we realize, and visualizing is one of the greatest of these powers. ” In the classic *Attaining Your Desires* Behrend teaches us how to utilize our God-given powers every day to live a more satisfying life. By developing our power of positive thinking and utilizing the Law of

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Attraction, attaining your desires becomes second nature. This is a simple guide to use in your everyday life, as you will learn how to: GET WHAT YOU WANT

OVERCOME ADVERSE CONDITIONS STRENGTHEN YOUR WILL MAKE YOUR SUBJECTIVE MIND WORK FOR YOU,

Let Genevi è ve Behrend motivate and inspire you with these powerful, yet simple and easy guides to open up the way to the attainment of your desires.

A political handbook of the 16th century presents a formula for acquiring a position of leadership and power

The Prince and Other Political

Where To Download The Prince The Original Classic Capstone Classics Writings

Il Principe - Primary Source Edition

Niccolo Machiavelli's The prince

(Netcomics Edition)

The Prince and Other Pieces

HarperCollins is proud to present its new range of best-loved, essential classics.

"It is better to be feared than loved, if you cannot be both." Experience Niccolò Machiavelli's complete masterpiece The Prince in this unique blending of European and Korean sensibilities. Created by celebrated writer Morim Kang, this volume features over 200 pages of beautifully illustrated

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comics alongside Machiavelli's masterful blueprint to destroy one's enemies. After the Medici dynasty of Florence forced Niccolò Machiavelli from office, the impoverished man sought to win back their favor by writing for them the perfect instruction manual to seize and hold political power. Together, Machiavelli and Morim Kang have written a volume for you! Never before has learning to be ruthless been more fun and easy! Mansfield's translation of this classic work, in combination with the new material added for this edition, makes it the

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definitive version of *The Prince*, indispensable to scholars, students, and lovers of the dark art of politics.

The Little Prince and *Le Petit Prince* is a novella by French aristocrat, writer, and aviator Antoine de Saint-Exupéry. It was first published in English and French in the US by Reynal and Hitchcock in April 1943, and posthumously in France following the liberation of France as Saint-Exupéry's works had been banned by the Vichy Regime. The

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story follows a young prince who visits various planets in space, including Earth, and addresses themes of loneliness, friendship, love, and loss. Despite its style as a children's book, and *The Little Prince* makes observations about life, adults and human nature. *The Little Prince* became Saint-Exupéry's most successful work, selling an estimated 140 million copies worldwide, which makes it one of the best-selling and most translated books ever published. It has been translated into 301 languages and

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*dialects. and nbsp;The
Little Prince and nbsp;has
been adapted to numerous art
forms and media, including
audio recordings, radio
plays, live stage, film,
television, ballet, and
opera.*

*The Use of Political Power
in the Western World*

(Timeless Classic Books)

The Prince and the Pauper

The Influential Classics

*Collection: The Republic and
the Prince*

*A Retelling of The Frog
Prince*

A Tragedy

*'A prince must not have any
other object nor any other
thought...but war, its
institutions, and its*

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discipline; because that is the only art befitting one who commands.' When Machiavelli's brief treatise on Renaissance statecraft and princely power was posthumously published in 1532, it generated a debate that has raged unabated until the present day. Based upon Machiavelli's first-hand experience as an emissary of the Florentine Republic to the courts of Europe, The Prince analyses the usually violent means by which men seize, retain, and lose political power. Machiavelli added a dimension of incisive realism to one of the major philosophical and political

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issues of his time, especially the relationship between public deeds and private morality. His book provides a remarkably uncompromising picture of the true nature of power, no matter in what era or by whom it is exercised. This fluent new translation is accompanied by comprehensive notes and an introduction that considers the true purpose of *The Prince* and dispels some of the myths associated with it. ABOUT THE SERIES: For over 100 years Oxford World's Classics has made available the widest range of literature from around the globe. Each affordable

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volume reflects Oxford's commitment to scholarship, providing the most accurate text plus a wealth of other valuable features, including expert introductions by leading authorities, helpful notes to clarify the text, up-to-date bibliographies for further study, and much more.

The Prince examines the acquisition, perpetuation, and use of political power in the western world.

Machiavelli wrote The Prince to prove his proficiency in the art of the state, offering advice on how a prince might gain and keep power. Machiavelli justified rule by force rather than by

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law. Accordingly, *The Prince* seems to justify a number of actions done solely to perpetuate power. It is a classic study of power, its acquisition, expansion, and effective use. When a prince comes to power through luck or the blessings of powerful figures within the regime, he has an easy time gaining power but a hard time keeping it thereafter, because his power is dependent on his benefactors' goodwill - a fickle thing at best. He does not command the loyalty of the armies and officials that maintain his authority, and these can be withdrawn from him at a whim. Having

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risen the easy way, it is not even certain such a prince has the skill and strength to stand on his own feet. Conversely, a prince who rises by overthrowing the existing order has a hard time rising but rules with ease afterwards. He clears away his enemies, forges alliances on his own terms and earns more respect. How do you think Machiavelli's philosophy fits into the political climate of the 21st century? Discourses on Livy is the founding document of modern republicanism, and Harvey C. Mansfield and Nathan Tarcov have provided the definitive English translation of this

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classic work. Faithful to the original Italian text, properly attentive to Machiavelli's idiom and subtlety of thought, it is eminently readable. With a substantial introduction, extensive explanatory notes, a glossary of key words, and an annotated index, the Discourses reveals Machiavelli's radical vision of a new science of politics, a vision of "new modes and orders" that continue to shape the modern ethos. "[Machiavelli] found in Livy the means to inspire scholars for five centuries. Within the Discourses, often hidden and sometimes unintended by their author,

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lie the seeds of modern political thought. . . . [Mansfield and Tarcov's] translation is careful and idiomatic."—Peter Stothard, *The Times* "Translated with painstaking accuracy—but also great readability."—*Weekly Standard* "A model of contemporary scholarship and a brave effort at Machiavelli translation that allows the great Florentine to speak in his own voice."—*Choice*

There's more to Rapunzel than excellent hair. Golden-haired princess Rapunzel is kept trapped in her lofty tower by a wicked witch, who lops off locks of her

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beautiful hair and sells them for her own profit. Can Rapunzel ever figure out a way to escape? From the Macmillan Prize-winning creator of Little Red, Bethan Woollvin, comes another witty twist on of a favourite fairy tale. This bold and funny story removes the handsome prince altogether, making Rapunzel the mistress of her own destiny. Printed with stunning pantone inks, Bethan Woollvin's unique and striking art style and drily comic voice make this the perfect gift for fairy tale fans of all ages.

*The Art of War
52 brilliant ideas*

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interpretation

*Crystallizing Public Opinion
(Original Classic Edition)*

A Novel

*An Oral History as Told by
Jon Stewart, the
Correspondents, Staff and
Guests*

All states and dominions which hold or have held sway over mankind are either republics or monarchies. Monarchies are either hereditary ones, in which the rulers have been for many years of the same family, or else they are those of recent foundation.

The newly founded ones are either entirely new, as was Milan to Francesco Sforza, or else they are, as it were, new members grafted on to the hereditary possessions of the prince that annexes them, as is the kingdom of Naples to the King of Spain.

The dominions thus acquired have either been previously accustomed to the rule of

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another prince, or else have been free states, and they are annexed either by force of arms of the prince, or of others, or else fall to him by good fortune or merit. I will not here speak of republics, having already treated of them fully in another place. I will deal only with monarchies, and will show how the various kinds described above can be governed and maintained. In the first place, in hereditary states accustomed to the reigning family the difficulty of maintaining them is far less than in new monarchies; for it is sufficient not to exceed the ancestral usages, and to accommodate one's self to accidental circumstances; in this way such a prince, if of ordinary ability, will always be able to maintain his position, unless some very exceptional and excessive force deprives him of it; and even if he be thus deprived of it, on the slightest misfortune happening to the new occupier, he will be able to regain it. We have in Italy

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*the example of the Duke of Ferrara, who was able to withstand the assaults of the Venetians in the year '84, and of Pope Julius in the year '10, for no other reason than because of the antiquity of his family in that dominion. In as much as the legitimate prince has less cause and less necessity to give offence, it is only natural that he should be more loved; and, if no extraordinary vices make him hated, it is only reasonable for his subjects to be naturally attached to him, the memories and causes of innovations being forgotten in the long period over which his rule has existed; whereas one change always leaves the way prepared for the introduction of another. A seminal work on how public opinion is created and shaped, Edward Bernays' 1923 classic *Crystallizing Public Opinion* set down the principles that corporations and government have used to influence public attitudes over the past century. With his view*

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that the public behaves like herds of animals, Bernays outlines how to control the masses in whatever way the influencer chooses. With a glimpse into the world of propaganda and advertising, he shows how ideas as different as eating bacon for breakfast and preferring women to be thin were put into our heads. By adapting the ideas that Bernays put forth in this book, governments and advertisers have been able to “regiment the mind.” Bernays’ work explains a large part of the popularity of today’s TV news shout-fest and angry social media posts. Bernays wrote, “crowds love a contest.” This dynamic fuels the hostile and sarcastic comment chains that populate Twitter and Facebook and taps into what Bernays called “the ‘herd’ point of view,” which results in mass audiences, mass products and mass-media events. Bernays was named as one of the 100 most influential Americans of the 20th Century

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by Life magazine. He counted among his clients the American Tobacco Company, several U.S. presidents and the opponents of the Guatemalan revolution.

This is a reproduction of a book published before 1923. This book may have occasional imperfections such as missing or blurred pages, poor pictures, errant marks, etc. that were either part of the original artifact, or were introduced by the scanning process. We believe this work is culturally important, and despite the imperfections, have elected to bring it back into print as part of our continuing commitment to the preservation of printed works worldwide. We appreciate your understanding of the imperfections in the preservation process, and hope you enjoy this valuable book.

Rapunzel

*Self-Mastery Through Conscious
Autosuggestion (Original Classic Edition)
Beyond Good and Evil*

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