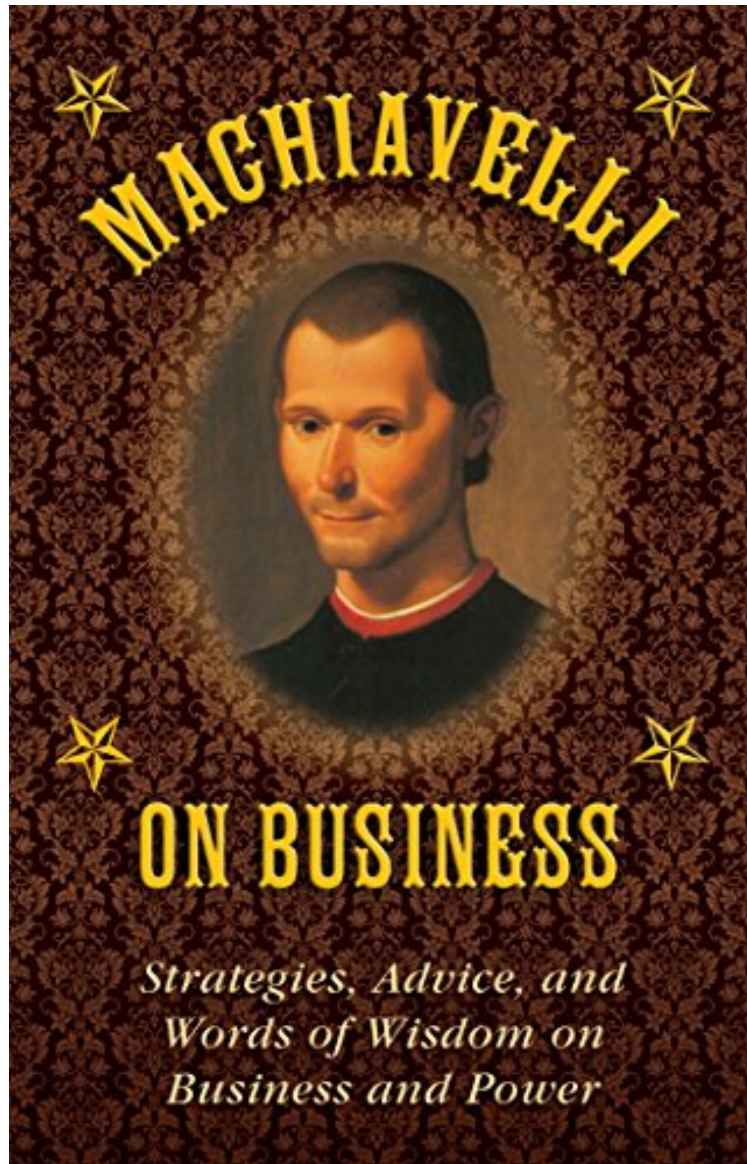


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**Business Lessons from the Renaissance Master of Gaining and Maintaining Power** Generally considered the father of modern political science and political ethics in particular, Niccolò Machiavelli was a Renaissance Italian writer, philosopher, humanist, historian, politician, and diplomat. After his career in politics had ended, Machiavelli wrote a short treatise that is often considered his masterpiece but was not published until five years after his death. *The Prince* contains adages regarding politics, in particular, providing advice for gaining and maintaining power. While Machiavelli was writing primarily about political power, his philosophies have been adopted by business leaders and titans of industry: presidents, CEOs, entrepreneurs, and innovators ever since. Also including excerpts from *The Art of War*, *Discourses on Livy*, and Machiavelli's other works, *Machiavelli on Business* explores such ideas as: Whether it's better for a leader to be feared or loved; How to best keep subordinates content; The necessity of breaking promises at times; Projecting the right qualities and fostering appearances; Turning obstacles into opportunities; Taking advantage of crises; And much more!

**About the Author** Niccolò Machiavelli (1469–1527), best known for writing *The Prince*, was a Renaissance Italian writer, philosopher, humanist, historian, politician, and diplomat. Though never a full citizen, owing largely to the Byzantine requirements for citizenship in the republic at the time, Machiavelli was born in Florence, spent most of his life in the city, and served as a government official dealing with its diplomatic and military issues.