



The Art of Seduction: An Indispensable Primer on the Ultimate Form of Power

By Robert Greene

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Robert Greene's previous bestseller, *The 48 Laws of Power*, distilled 3,000 years of scheming into a guide People praised as "beguiling... literate... fascinating" and Kirkus denounced as "an anti-Book of Virtues." In *Art of Seduction*, Greene returns with a new instruction book on the most subtle, elusive, and effective form of power-because seduction isn't really about sex. It's about manipulating other people's greatest weakness: their desire for pleasure. Synthesizing the work of thinkers including Freud, Diderot, Nietzsche, and Einstein, reporting the enticing strategies of characters throughout history, *The Art of Seduction* is a comprehensive guide to getting what we want-any way we can.

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Editorial Review

From Library Journal

Touted as a "handbook on the most subtle and effective form of power" and "an indispensable primer on how to take what you want from whomever you want," this book is more than a little creepy. Following on the heels of his 48 Laws of Power, this book continues Greene's gross exploration of social power, this time in the realm of sexual politics. In Part 1, Greene, again paired with "packager" Joost Elffers (Play with Your Food), offers a straight-faced description of the nine types of seductive character, from the "Ideal Lover" to the "Rake." Elffers's contribution comes in the form of numerous quotes by famous contemporary and historical figures tucked into the side margins. Part 2 examines the process of seduction, subdivided into four phases, with chapter headings such as "Master the Art of Insinuation" and "Isolate the Victim." This book will have real appeal for power mongers, gold diggers, and heartless manipulators everywhere. Books such as Beverley East's *Finding Mr. Write* (LJ 5/1/00) and Jama Clark's *What the Hell Do Women Really Want?* (Island Flower, 1997) offer advice on the same subject without the distasteful exploitative emphasis. David Valencia, King Cty. Lib. Syst., WA

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From Booklist

Greene is the author of *The 48 Laws of Power* (1998), a compilation of quotes from throughout history that prescribe methods of obtaining and wielding power. He now adds seduction to the mix of stratagems for those who feel the need to scheme to get what they want. Given the popularity of so-called reality-based television programs, it is clear there is a large audience of such people. Greene, again providing quotes on his topic from philosophers, scientists, playwrights, and novelists, examines "the achievements of the greatest seducers throughout history" and profiles 10 seductive archetypes. Although the tactics Greene advises may be distasteful to some, his literary survey is fascinating. As was Greene's previous work, this one is billed as "A Joost Elffers Production." Elffers is identified--with no hint of embarrassment--as a book "packager." A "quote" from a *Newsweek* review of *The 48 Laws* is used to hype the new book, though the actual article in which the quote appeared challenged Greene's credentials as an editor and playwright and offered only lukewarm praise. *David Rouse*

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Review

Praise for the work of Robert Greene: "Compelling."—**Forbes**

"Greene's specialty is analyzing the lives and philosophies of historical figures like Sun Tzu and Napoleon, and extracting from them tips on how to manipulate people and situations—a cutthroat worldview that has earned him a devoted following among a like-minded readership of rappers, drug dealers and corporate executives."—**The New York Times**

"Illuminating."—**The Guardian**

"Machiavelli has a new rival. And Sun Tzu had better watch his back. Greene . . . has put together a checklist of ambitious behavior. Just reading the table of contents is enough to stir a little corner-office lust."—**New York** magazine

"*Beguiling . . . literate . . . fascinating. A wry primer for people who desperately want to be on*

top.”—People magazine

“An heir to Machiavelli’s Prince . . . gentler souls will find this book frightening, those whose moral compass is oriented solely to power will have a perfect vade mecum.”—Publishers Weekly

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Rebecca Morales:

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