



NATIONAL
BESTSELLER

THE 48 LAWS OF

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ROBERT GREENE

A JOOST ELFFERS BOOK



FROM THE AUTHOR OF
The Art of
SEDUCTION



Summary:

Nobody likes feeling powerless. And so we would all like a little more of it for ourselves and a little less of it to be used against us. It's an integral part of our societies and lives after all.

Greene has distilled over 3,000 years of history into 48 laws we can use to help understand power better so we can help ourselves become more powerful and avoid being manipulated by others with more power.



Here are the **7 Laws** which resonated most with my values:



**1. Always Say Less Than
Necessary**



Your words are extremely important. Once you have said something, you can't take it back. So it's important we keep what we say under control.

If someone is not able to control what they say, it gives the impression they are not in control of themselves. Saying less makes you appear greater and more powerful than you are.



**2. So Much Depends On
Reputation, Guard It With Your
Life**



The power you have depends largely on your reputation. It's your main resource. So when it becomes tarnished you open yourself up to being vulnerable to attack.

By making your reputation impenetrable, and predicting attacks before they occur, you have a solid foundation to stand on. This can increase your opportunities without having to expend much energy.



3. Win Through Your Actions, Never Through Argument



The way to change people's opinion isn't by arguing with them. Any "victory" you obtain will only be short-lived and breed resentment in your opponent.

Instead, use your actions to convince people. Show them something is true by acting it out. People will say anything to win an argument. Your actions are where you demonstrate your beliefs.



4. Infection: Avoid The Unhappy And The Unlucky



The emotional states of others can be extremely infectious. Therefore it's much better to associate with the happy and the fortunate and have some of that infect you.

Unhappy and unlucky people tend to portray themselves as victims even when they are the cause of their own misfortune. Associate with them and they can drain your energy and waste your time.



5. Use The Surrender Tactic: Transform Weakness Into Power



When we are being attacked, our first instinct is to meet that aggression with our own aggression. But if we instead resist that urge and surrender, we can confuse our opponent.

People usually don't act aggressively towards someone who isn't fighting back and so this can be a great way of buying some time to work out how you really want to respond.



6. Re-Create Yourself



If you don't create a role for yourself, society will give you one. So it's important to master your own image rather than letting others dictate it for you.

To do this you have to be self-aware, master your emotions and develop your character. From there you can adapt to what any given situation requires of you.



6. Never Appear Too Perfect



When we appear perfect to others, it creates envy and can turn them into silent enemies who are rooting for us to fail. So it's important to stop that envy from developing.

By occasionally displaying defects and admitting to our vices, we can make ourselves seem more approachable and relatable. Powerful, but not faultless.



5 Key Quotes



“When you show yourself to the world and display your talents, you naturally stir all kinds of resentment, envy, and other manifestations of insecurity... you cannot spend your life worrying about the petty feelings of others”



“Do not leave your reputation to chance or gossip; it is your life's artwork, and you must craft it, hone it, and display it with the care of an artist.”



“Only gods and the dead can seem perfect with impunity.”



“Never waste valuable time, or mental peace of mind, on the affairs of others —that is too high a price to pay.”



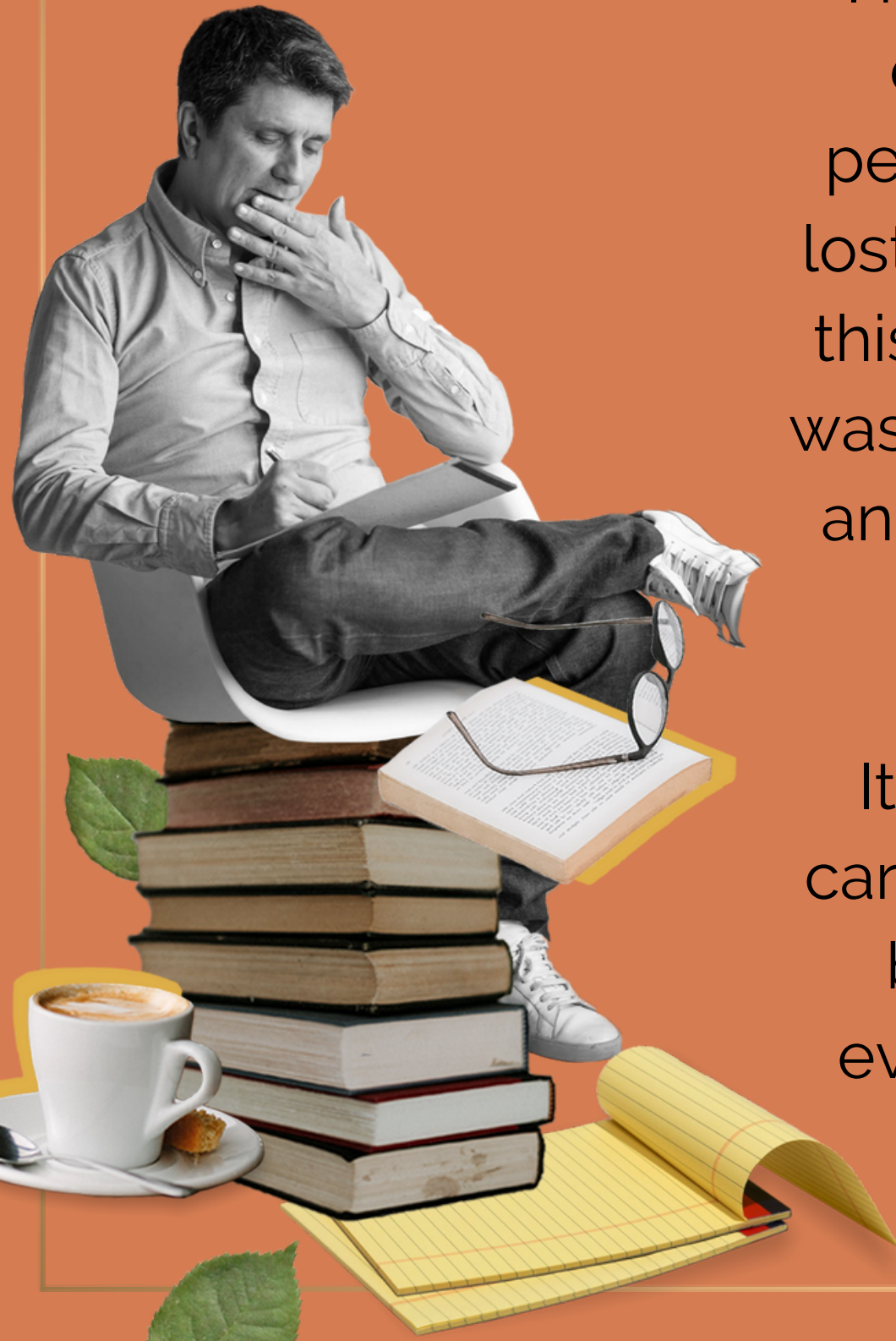
“You choose to let things bother you. You can just as easily choose not to notice the irritating offender, to consider the matter trivial and unworthy of your interest. That is the powerful move. What you do not react to cannot drag you down in a futile engagement.”



My Mark: 10/10

I read this book back in 2014 during one of the darkest periods of my life. I was really lost and I really needed to hear this. That it was ok to “Quit” if it was to pursue something better and avoid repeating the same shit every day.

It had a huge impact on my career and got me some of my best years at Chanel. And everything in this book is still relevant today.





Thanks for reading!

Buy this book, read it yourself.

Or if you already have, let me know what you learned in the comments below.

