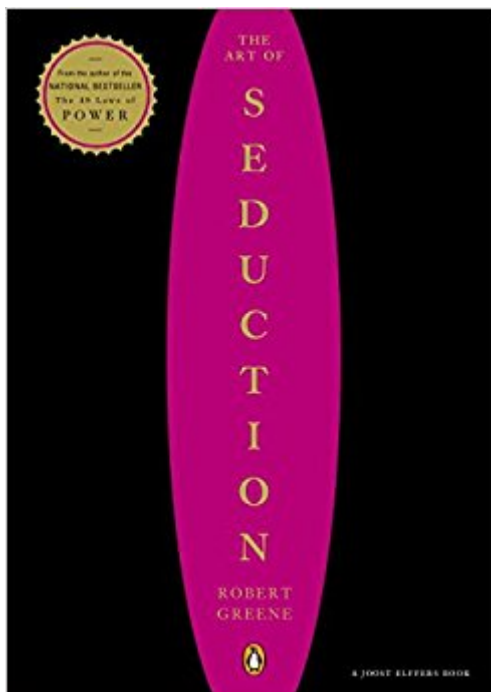


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# The Art Of Seduction



## Synopsis

From the creators of the phenomenal bestseller *The 48 Laws of Power*, a mesmerizing handbook on seduction: the most subtle and effective form of power. When raised to the level of art, seduction, an indirect and subtle form of power, has toppled empires, won elections and enslaved great minds. Discover who you, or your pursuer, most resembles. Immerse yourself in the twenty-four maneuvers and strategies of the seductive process, the ritual by which a seducer gains mastery over his target. Understand how to "Choose the Right Victim," "Appear to Be an Object of Desire," and "Confuse Desire and Reality." Every bit as essential as *The 48 Laws of Power*, *The Art of Seduction* is an indispensable primer of persuasion that reveals one of history's greatest weapons and the ultimate form of power.

## Book Information

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## Customer Reviews

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 Copyright 2001 Reed Business Information, Inc.

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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 Copyright © American Library Association. All rights reserved --This text refers to an out of print or unavailable edition of this title.

Hmm. I feel like a lot of the negative reviews (my focus) are caught up in labeling this book somehow misogynistic and manipulative at its core. And I certainly agree to an extent: the language that Greene uses is definitely suggestive of manipulation and in many ways focuses on upsetting the power balances that naturally occur in relationships. But I think that those who focus on this point entirely are very cynical. In our modern age, we have lost touch with art. We have lost touch with patience. Even writing this review was a matter of pointing, clicking - and I am running more on a general feeling here than I am attempting to make careful points. So, to answer to those who labeled this book dangerous, misogynistic, manipulative, superficial, etc., I'd like to make a few points. Greene is careful to explain that "the art of seduction" originates in the feminine mystique, and that men have adopted it because they recognize the great power that it holds. So, good job ladies. Sure, society still has a ways to go in order to truly honor any REAL notion of equality between genders, but if you see a man reading this book, it is because he is trying to master the art

that originated in the depths, mysteriousness and natural power of femininity. (And besides, how difficult is it to seduce most men? Many of us are simple creatures.) The arguments about misogyny also seem to originate in our societal attitudes towards sex - but this book is not about how to get laid. Certainly, sexual interactions play a role in seduction, but this book is more about how to win people over. Now, the manipulative part. The language in this book certainly suggests that manipulation is really the key to seduction. Greene labels the seduced "victims" and "targets", etc. But here's the thing, in my humble opinion: our society is excessively individualistic. We have all been socialized to think of how to "get what we want". And look at the TREMENDOUS deficit in emotional capital that we find in Western society... This book does not talk about seduction in terms of magically forcing people to do what you want. It talks about LEARNING HOW TO FULFILL THE NEEDS OF OTHERS in order to GREATLY increase your personal seductive allure. According to Greene (and for the sake of argument only) seduction is about learning to be more focused on the other person than ourselves. It is a reality that EVERY last one of us has needs, and to a large extent it would seem that altruism is an ideal that is beyond the grasp of humanity as a whole. Period. Whether it is a woman chasing security, or a man seeking gratification, we ALL have needs that long to be fulfilled. Those whom Greene labels as the MOST anti-seductive are the people who think exclusively of their own needs. What if your need is to find the woman of your dreams, and because of your deep love, keep her in your life? Well, this book suggests ways to keep the mystery and spark that we ALL love in a relationship alive and burning. Are there people out there with far shallower needs than are bred by the lofty ideals of love? Absolutely, most of us included (if we really take a good look at ourselves in the mirror). The manipulative language in this book, is perhaps, an effort by Greene to seduce the reader. He appeals to our self interest by labeling those we wish to seduce as targets and victims, and then proceeds to teach us how to step into the mind and heart of that "victim" in order to find creative ways to fulfill the desires of that person. What you do with that knowledge and power will determine whether you are a manipulative scumbag/gold-digger, or a person who is simply trying to improve your social interactions with NOT ONLY the gender of your preference, but people in general. What I was most struck by in this book was the chapter on "the Anti-Seducer". This chapter really forced me to look at some of my behaviours and to realize, that ultimately, I am acting a large part of the time out of selfishness. My failures in the relationship realm come down to selfishness. But Greene has helped me understand where that selfishness is simply a real need to move forward with my life, or an utter inability to empathize with others. I would venture that most of us have problems with recognizing the distinction in ourselves and others' behaviours. The book is easy to read and intriguing, and

surprisingly enough seems to work. It's a long read, so I would recommend taking notes on anything you find particularly interesting for your own review at a later date, just as a refresher. That's enough of my windbagery! Hope you all find what you're looking for.

As in all Greene's books a readable amalgam of collected philosophies and pertinent anecdotes. What I enjoy most is their applications in one's life. For instance, 'Seduction' is a potentially valuable primer for long-married couples on how to re-ignite the very reasons you came together in the first place.

It's an ok book. It's a bit of a tough read but I do appreciate how it takes fantastic historical figures and uses their actions to base certain traits. Made it interesting to kind of see another side of these famous figures.

Great reading to understand how seduction works in life, the insights helps identifying the seducers, the scenarios, and tactics. It also gives you a little bit of history class since it depicts famous seducers throughout history. It really gives you a different perspective in life.

Written like a case study, or college journal with lots of side notes.... not an easy quick read, but interesting none the less

I have enjoyed this book quite a lot. I consider it to be very insightful and informing in the art of attaining one's affection. It truly creates a philosophically fueled strategy for creating an ultimate seduction and attraction. Very Interesting and steeped in powerful literary inferences.

And exceptional study on a topic foreign to most. Thoroughly captivating.

About halfway through this book now and can genuinely say Greene knows what he is talking about. Some of the information may be unorthodox and doesn't factor in "modern" problems, but overall I am very impressed with this book and would recommend it. Greene is a great author, and it is evident in this book, the second one I am reading by him! Definitely looking to pick up Mastery next. I would also recommend reading "48 Laws of Power" by him.

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