



# **Machiavellis "Der Fürst": 52 brillante Ideen für Ihr Business (Business Classics) (German Edition)**

*Tim Phillips*

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Niccolo Machiavellis "Der Fürst" erschien 1532 und gilt seitdem als eine der am meisten polarisierenden Schriften der politischen Ökonomie. Sein ausschließlich erfolgsorientierter Zweckrationalismus und Amoralismus wird heute fälschlicherweise häufig zur Legitimation der so genannten Realpolitik herangezogen. Tim Phillips hat das Werk neu interpretiert und zeigt, was man im Geschäftsleben noch heute von Machiavelli lernen kann.

Sie erfahren:

- Warum Sie Macht einbüßen, wenn Sie sie nicht einsetzen und nutzen.
- Wie Sie sich ehrgeizige Ziele setzen.
- Warum Sie sich mit dem Gegner Ihres Gegners gut stellen sollten.

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