



The Machiavellian's Guide to Charm: For Both Men and Women

Nick Casanova

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Charm is the ultimate social lubricant. It puts people at ease and soothes tensions in any situation. Charm can stop feuds, create friendships, and even spread joy. It's what makes people laugh and want to be around you. With enough charm, you'll move forward in academia, achieve business success, and enjoy happier, more satisfying relations with loved ones. The Machiavellian's Guide to Charm breaks down the individual components of the sometimes elusive trait of charm and reveals the secret to putting it to work for you. With his unique brand of humor, author Nick Casanova delivers examples of how different personalities—a stiff, a boor, and a charmer—would react in various situations and shows you how to harness the power of charm by focusing on five key elements: Flattery, Empathy, Self-deprecation, Humor, and Calmness. It's entirely possible for anyone to master the art of charm. The principles outlined in The Machiavellian's Guide to Charm are timeless and can be tailored to fit every individual.

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