

art of seduction

by Robert Greene · Language: EN

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Summary

Robert Greene's **The Art of Seduction** (2001) is a provocative, amoral manual that reframes seduction as a strategic psychological game, drawing on historical figures like Cleopatra and Casanova. It positions seduction as a form of power, applicable to romance, business, and social dynamics.

The book is structured around nine seducer types (e.g., the Siren, the Rake) and twenty-four laws of seduction, mirroring his earlier **The 48 Laws of Power**. Greene argues that seduction is a deliberate, step-by-step process: creating a target, generating intrigue, deepening emotional involvement, and finally, sustaining the spell. He emphasizes emotional manipulation over logic, using tactics like selective attention, creating mystery, and exploiting psychological weaknesses. Key themes include the power of appearances, the importance of timing, and the danger of complacency. Greene also outlines the anti-seductive types—the Star, the Coquette—who fail due to narcissism or excessive control.