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Nota di contenuto	chapter 1 Introduction -- chapter 1 Introduction -- chapter 2 Machiavelli through the ages: 500 years on Enlightenment or obfuscation? / Phil Harris, Andrew Lock and Patricia -- chapter 3 Machiavelli's contemporaries George Bull / GEORGE BULL -- chapter 4 Machiavelli, master of liberty / Beatrice Rangoni Machiavelli -- chapter 5 Contra postmodernism: Machiavelli on limits to the malleability of consciousness / Richard Elliott -- chapter 6 Niccol Machiavelli as relationship marketing guru / Michael Thomas -- chapter 7 Machiavellian communication: the role of spin doctors and image makers in early and late twentieth-century British politics / Dominic Wring -- chapter 8 Renaissance realpolitik for modern management / Alistair McAlpine -- chapter 9 From the dark to the light: ranges of the real skills of management / Brian Stone -- chapter 10 Corporate governance: real power, Cecil King and Machiavelli / Ken Simmonds -- chapter 11 Machiavelli, politics and modern language use in modern management / Terry Berrow -- chapter 12 Are Machiavellian tactics still

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Gutfreund -- chapter 17 The myth and reality of telling the truth: the
legacy of / Phil Harris.

Sommario/riassunto

This cutting edge text provides insight into the meaning and interpretation of Machiavelli, and highlights the particular relevance to today's manager of his works for management, marketing and political thought. It addresses a number of common themes relating to his influences and arguments, and includes topics such as: * modern management * governance and ethics * post-modernism * marketing * political communication and spin doctoring * rhetoric and dichotomy of Machiavelli. It brings together an outstanding and diverse range of contributors including leading Machiavelli writers, prominent 'politicos', some of the key management thinkers in the UK, and descendants of Machiavelli himself, and will be of great interest to all students and scholars of management, marketing and political science.
