

Here a question arises: whether it is better to be loved than feared, or the reverse. The answer is, of course, that it would be best to be both loved and feared. But since the two rarely come together, anyone compelled to choose will find greater security in being feared than in being loved. For this can be said about the generality of men: that they are ungrateful, fickle, dissembling, anxious to flee danger, and covetous of gain. So long as you promote their advantage, they are all yours, as I said before, and will offer you their blood, their goods, their lives, and their children when the need for these is remote. When the need arises, however, they will turn against you.

Source: Niccolo Machiavelli, *The Prince*, 1532