*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. . . . Love endures by a bond which men, being scoundrels, may break whenever it serves their advantage to do so; but fear is supported by the dread of pain, which is ever present.*

This passage from Chapter XVII of *Modern World History, Patterns of Interaction* contains perhaps the most famous of Machiavelli’s statements. Machiavelli believes that the best rulers are both “loved and feared,” but he believes that is very difficult to achieve. Machiavelli believes that if a ruler can only have one, fear is the better choice because love doesn’t always last while fear is permanent.