

# Knowledge is Power?

*Not really.*

It's true in some ways, but this cliché needs a qualification. Less generally, *knowledge to control belief* is what's powerful. Though actions of informed people are generally driven by information, the actions of most people are driven by emotion, and our glands are not very discriminating when it comes to accuracy or truthfulness. Actually, these qualities of information are not always even relevant since telling the truth can be a skillful way to manipulate. What's most relevant is acute understanding and skillful exploitation of *basic human motivation*.