

Abstract

Based on the 18th century German-written conduct books, this bachelor thesis studies strategies that were recommended to the then readers in pursuit of successful life; what was or was not acceptable, what parts of human behaviour they paid attention to, and how the individual authors' perspectives differed. The thesis centres around Karl Heinrich Seibt's *Klugheitslehre*, examined by content analysis and compared to other literature. It also defines some of the concepts found in the conduct books, such as *politeness* or *cleverness*.