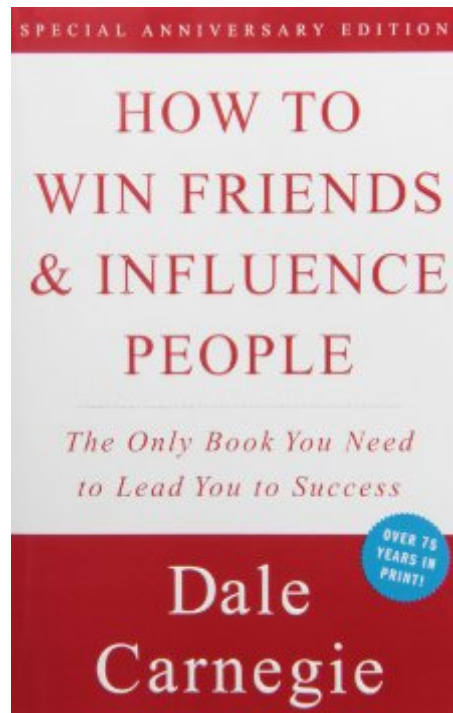


The book was found

# How To Win Friends & Influence People



## Customer Reviews

When I was 12 years old my best friend gave me a copy of this book and told me that I might find it interesting. He could not have been more right, for I delved deep into the book and I finished it in a matter of 2 weeks (to me it was a record to finish a book so quickly at that age!) I found the book to be very informative and entertaining at the same time. The author, Mr. Dale Carnegie, will not introduce a principle or a notion without supporting it with at least one real life story where the principle introduced was proven effective. After that point I noticed a great, almost immediate, effect on my behavior as I was growing up. I noticed that I have become a very good negotiator with my parents and teachers, more popular at school, and I even began to understand people much better than I used to prior to reading the book. I grew up believing that this book was one of the greatest factors involved in shaping my character. Recently though, I noticed some growing criticism of the book and its teaching, and I thought that this would be a good time for me to refresh what I learned from the book and assess its quality based on the experience I've gained since the first time I read the book. So I bought the unabridged audiotapes of the book and listened to it whenever I was in the car. Mr. Carnegie said somewhere in the book that if one thing you learn from the book, which is the ability to understand the different views of other people in different situations, then that would be enough. And I agree wholeheartedly. My judgment is that this book will indeed teach you how to understand the motives and the different forces playing in the different people you meet.

His advice is so obvious and so easy, so how come it's so difficult to do yourself and so rarely found in others? Is it cynicism or manipulation? No, it's human nature: Do Unto Others ... THE FUNDAMENTALS? "Speak ill of no man and speak all the good you know of everyone." People react very badly to criticism; don't do it, not to their face nor behind their back ... especially not behind their back.? Say "Thank You". Express appreciation. People yearn, yearn to be appreciated.? Talk about what people want and help them get it."Arouse in others an eager want." Corollary: let others take credit for your ideas; they'll like your ideas a lot more if they believe them to be their own. WAYS TO MAKE PEOPLE LIKE YOU? Be happy to see people. Greet everyone you meet and show an interest in them. Remember the things that are important to them.? Smile!? Remember people's names!! Remember it, use it when talking to them. A person's name sounds beautiful to them.? Draw people out. Encourage them to talk about themselves and their interests.? Actively research the other person's interests.? Every person you meet feels themselves superior to you in some way. Strain to find out what that is and recognize their importance. Talk to people about themselves and they will listen to you for hours. WIN PEOPLE TO YOUR WAY OF THINKING?

Don't argue! Give in! Agree that the other person is right; often they are and if they aren't, you'll never convince them of it by arguing. ? Don't ever tell a person they're wrong. They may be but telling them so is always counterproductive.

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