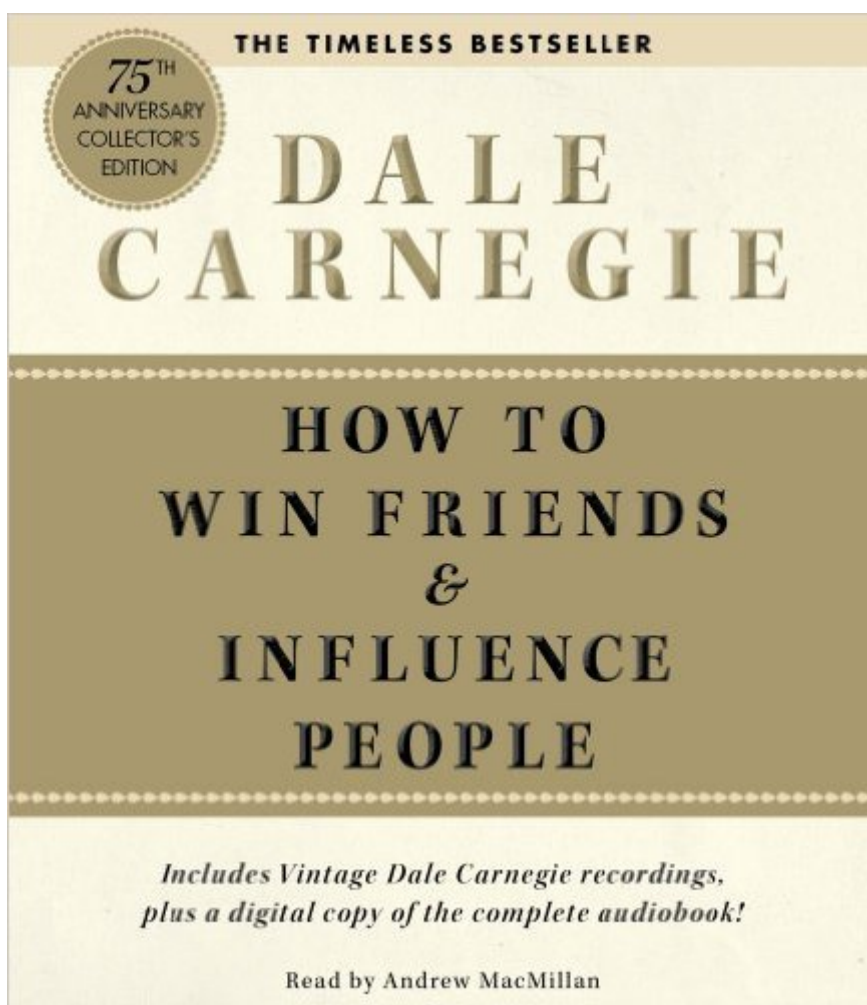


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How To Win Friends And Influence People Deluxe 75th Anniversary Edition



Synopsis

The seventy-fifth edition of the self-help classic with vintage Dale Carnegie recordings and a bonus digital copy of the complete audiobook! YOU CAN GO AFTER THE JOB YOU WANT AND GET IT! YOU CAN TAKE THE JOB YOU HAVE AND IMPROVE IT! YOU CAN TAKE ANY SITUATION YOU'RE IN AND MAKE IT WORK FOR YOU! For 75 years, the rock-solid, time-tested advice in Dale Carnegie's How to Win Friends and Influence People has carried thousands of now-famous people up the ladder of success in their business and personal lives. With this truly phenomenal audio, you'll learn:

- The six ways to make people like you
- The twelve ways to win people to your way of thinking
- The nine ways to change people without arousing resentment

And much, much more! Plus, to celebrate the 75th anniversary of this landmark book, this audio collector's edition also includes an iPod-ready mp3 copy of the complete audiobook, plus vintage recordings of Dale Carnegie sharing his timeless wisdom in his own voice! THERE IS ROOM AT THE TOP, WHEN YOU KNOW HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

Book Information

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Customer Reviews

This grandfather of all people-skills books was first published in 1937. It was an overnight hit, eventually selling 15 million copies. How to Win Friends and Influence People is just as useful today as it was when it was first published, because Dale Carnegie had an understanding of human nature that will never be outdated. Financial success, Carnegie believed, is due 15 percent to professional knowledge and 85 percent to "the ability to express ideas, to assume leadership, and to arouse enthusiasm among people." He teaches these skills through underlying principles of

dealing with people so that they feel important and appreciated. He also emphasizes fundamental techniques for handling people without making them feel manipulated. Carnegie says you can make someone want to do what you want them to by seeing the situation from the other person's point of view and "arousing in the other person an eager want." You learn how to make people like you, win people over to your way of thinking, and change people without causing offense or arousing resentment. For instance, "let the other person feel that the idea is his or hers," and "talk about your own mistakes before criticizing the other person." Carnegie illustrates his points with anecdotes of historical figures, leaders of the business world, and everyday folks. --Joan Price --This text refers to an out of print or unavailable edition of this title.

"it changed my life" Warren Buffet "The most successful self-help book of all time... Carnegie has never seemed more relevant" The Times "It's helped me immeasurably in life. I think everyone should read it" Jenny Colgan, Independent on Sunday "a no-nonsense guide to being a better person...an easy-to-read, practical guide" Spirit and Destiny --Spirit and Destiny --This text refers to an out of print or unavailable edition of this title.

My Dad gave me a copy of this when I graduated highschool in the 90s but I wasn't "ready" for it yet, I don't even think I read it to be honest. Now I'm 37 and realizing that I've put my personal growth on the back burner for entirely too long. I had pretty much given up on making new adult friends. I had actually self-diagnosed myself with Asperger's because I was having such a difficult time trying to figure out why people (including myself) do the things that do. The realization that my marriage was being effected by my nearly empty toolbox of social skills promoted me to take personal responsibility and shoulder the blame myself for once instead of blaming everyone around me for everything. I grew up with a hypercritical Mother so I think I had promised myself that I would never be criticized again, even if that meant writing people off the instant I felt like I had made myself vulnerable enough to be hurt by them. I couldn't find the copy that my dad gave me so I ordered a new one and chapter 1 alone is changing the way I look at EVERYTHING. I've been plagued with mild depression/anxiety for 20 years and I'm realizing that I've developed some unhealthy defense mechanisms to cope with these issues. I never turned to drugs or alcohol, but the fortress-like walls I've constructed to deal with criticism (real or perceived) aren't much better for me. I've re-read and taken notes on the first section of the book several times now and my wife is noticing and she seems quite relieved, i had no idea I could impact another persons life so strongly. Like I said, I am only getting started with the book and it has already helped me enough to warrant a

5-star rating. This book has stood the test of time for a reason and I can see why now. The strategies are applicable to and helpful in all aspects of my life so far, from my marriage to my job, and even to the way I interact with clerks in gas stations. I've read numerous self help books in the past, seen a therapist for 3 years, been through the gauntlet of antidepressants, etc, and until now I thought I was wasting my time. I've been learning things all along, but I never learned how to actually apply the things I had learned until now. This book speaks my language and if your background sounds even remotely similar I have a feeling that you'll agree.

In my honest opinion, several principles in this book are repeated around the book. I don't see it as a disadvantage, because repetition is the key to learning. I did think several of the principles explained in the book are common sense, but I found that it could be easy for a person to react quickly to conflicts. This book has taught me the importance of staying in control and how beneficial it is to be in control of our behaviors and act in a way of service to others. The examples described in the book made it simpler to understand the concepts that Dale is teaching. I recommend this book if you would like to improve your skills with people. This book is especially beneficial for those who are working on their businesses and close relationships. This book is divided into four parts. The first half of the book discusses techniques in handling people and how to have people like you. The final half of the book gives instructions about how to win people to our own thinking and how to be a leader by changing people without offending them or causing resentment. In the first part of the book, it is divided into three principles. The first principle emphasizes the importance of avoiding criticism and he describes working with people as: working with people of logic. He further describes complaining and criticizing as a foolish task to do and how it takes a person of character to understand, forgive, and have self-control. Principle # 2 describes the importance of honest and sincere appreciation. Within this principle he describes the importance of ending our own thinking of accomplishments and desires. Instead, we must put our focus on the other person's good qualities. If being sincere, this will cause people to cherish them in their minds, even years later. The third principle involves influencing the other person to want, but not in a way that is manipulative. With this principle, he describes the importance of self-expression and connects it to the importance of thinking in terms of the other person, so that they come up with your ideas on their own, which they will like more. Within the second part of the book, it teaches six principles. The first describes how critical it is to become interested in other people because you will make more friends compared to having others interested in you. When he moves onto the second principle, he explains the importance to smile in a heartwarming way because it will brighten the lives of those who see it.

Dale then describes the importance to recall a person's name in the third principle. He gives tips on how to remember and then explains how people enjoy the sound of their own name. The fourth principle is about being a good listener and encouraging those to talk about themselves. He then goes on to explain again that people are more interested in talking about themselves instead of others. He further explains this point in principle five: Talk in terms of the other person's interests. The final step is to sincerely make the other person feel important because this is the "deepest urge in human nature." Dale describes in the third part of the book the steps to have a person think in terms of your own thoughts. He then explains that it is better to avoid arguments and to show respect for other people's opinions and never tell them they are wrong, because it will further push them away. If there is a fault in your own behavior, Dale explains to immediately admit you're wrong without any doubts. If you are upset, he explains to sit down and counsel together, and if there are differences, understand it. Even in some differences, there will be points of agreement. He then explains the importance of agreement and having the person say "yes," at least twice. You do this by looking into the other person's viewpoint and asking questions that cause them to agree. It is essential to have friends do the talking and have them excel us, instead of excelling them. When this occurs, they will feel important. To further the notion of feeling important, it is important to have the individual create their own ideas. He deepens this idea by asking questions such as, "Why should he or she want to do it?" and then being sympathetic towards their ideas. In order to catch a person's attention, you must dramatise the ideas you have. If all else fails, he explains the importance of competition and how it drives people to feel important and empowered to work efficiently and effectively. In the final part of the book, Dale again discusses the importance of beginning with praise and honest appreciation. When someone makes a mistake, call to their mistakes indirectly. This can be done by making their mistakes your own and explaining the importance of fixing it and why it gave you a disadvantage. He then explains the importance of asking questions that direct the person you're speaking to, to obtain your idea on their own. He emphasizes the importance of having the person be saved from embarrassment, and then explains the importance of praise again, even if it is small. Dale then gives examples of giving a person a reputation that makes them better, in order to have the person be motivated to improve. After giving someone a reputation to live up to, encourage the person to correct their faults and make them happy to do the actions you suggest.

This book has a few good points, but I could've lived without it.-Many of the points are repeated throughout the book as there own chapters (the point of letting others speak has been brought up at

least 5 times within the first half of the book).-Vague characters and quotes are used to illustrate a point as if it is proved to be valid.-Quotes or historical events are exaggerated to fit with the chapter. Just because Abraham Lincoln didn't criticize someone, doesn't mean that's why he is revered and well-liked; there are ALWAYS multiple factors.This book reminds of me of 48 Laws of Power (which I recommend and like). I'm sure Robert Greene was influenced by Carnegie, or at least his writing style. However, Greene does it more effectively. That being said, How to Win Friends is more about manipulating people to like you and to have power in situations, even if it isn't overt. I did assume this book would be about friendly relationships, but it is much more about professional relationships, possibly romantic.

Informative and useful for every day life. Able to use at work, home or socially. Good practical examples that can be implemented.

I recommend this book to everyone. In fact the audiobook is great also. Great reader. I've actually my copies of this book to people several times. Read and listened through several times. I can refer to it often, and while no book in this category should be the LAST WORD on anything.. it's hugely insightful and applicable to most every situation.If you like this, humor me and read The Four Agreements. I've given twice as many copies of it away as i have Carnegie's book.

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