



How to win friends and influence people

Dale Carnegie

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Format: Kindle eBook

Kurzbeschreibung

Remember that a person's name is to that person the sweetest and most important sound in any language. "We should be aware of the magic contained in a name and realise that this single item is wholly and completely owned by the person with whom we are dealing... and nobody else. The name sets the individual apart; it makes him or her unique among all others. The information we are imparting or the request we are making takes on a special importance when we approach the situation with the name of the individual. From the waitress to the senior executive, the name will work magic as we deal with others."

Born on November 24, 1888 in Maryville, Missouri, Dale Carnegie was a farmer's son who completed his education from the State Teachers College in Warrensburg. As a sales representative, Carnegie worked for Armour & Company for a considerable time, until he quit sales in 1911 to pursue his dream of becoming a lecturer. He also attended the American Academy of Dramatic Arts in New York but did not earn much success as an actor. As an author, some of his published works include Abraham Lincoln's biography, titled, Lincoln the Unknown, self-help books like How to Stop Worrying and Start Living and Little Known Facts About Well Known People to name a few. He has also co-authored several books on the art of public speaking.

How to Win Friends and Influence People was declared a bestseller in 1936 and it went in its 17th printing within a few months. The book had sold five million copies in 31 languages by the time of his death. Talking Points

- From the bestselling author of self-help books
- Sold over 15 million copies worldwide
- Includes innovative techniques in handling people and rules for making life happier
- Highlights the miracles of changing your ways of thinking
- A brilliant and motivating guide on building skills for overcoming life's challenges. Amazon.de

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as it was when it was first published, because Dale Carnegie had an understanding of human nature that will never be outdated.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 Amazon.co.uk

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