

SPECIAL ANNIVERSARY EDITION

*How to Win
Friends &
Influence
People*

CELEBRATING
70 YEARS
IN PRINT

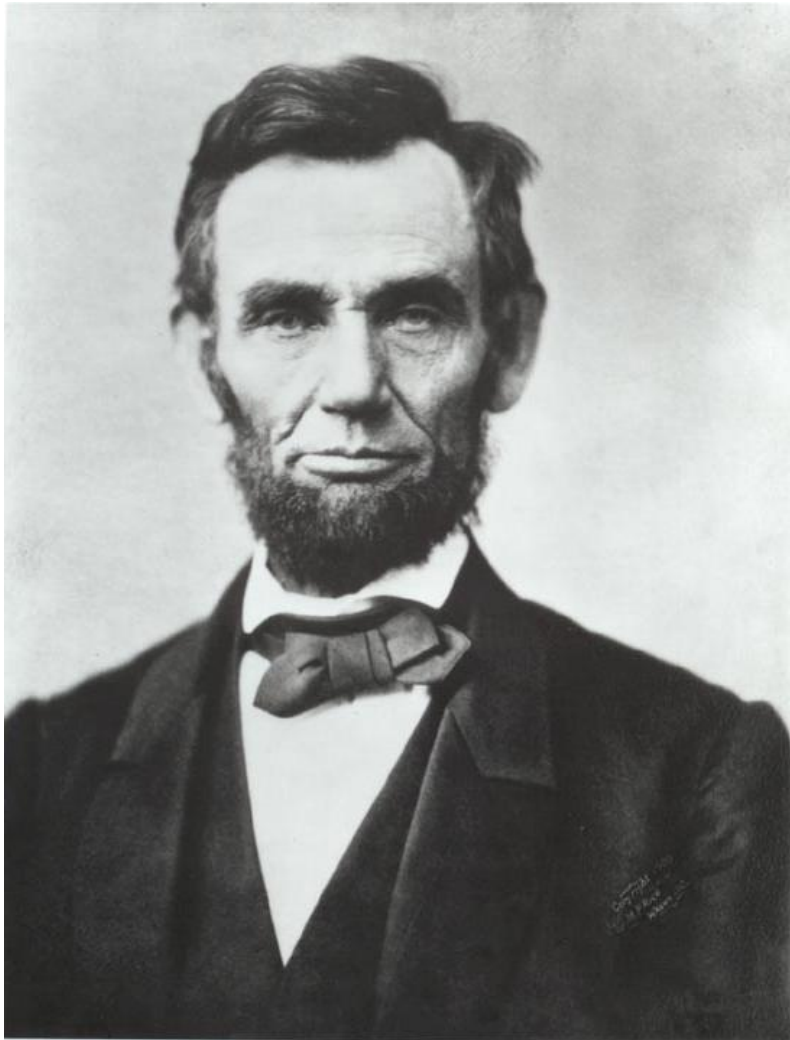
THE FIRST—AND STILL THE BEST—
BOOK OF ITS KIND—THE *ONLY* BOOK YOU NEED
TO LEAD YOU TO SUCCESS

DALE
CARNEGIE

How to Get the Most Out of this Book

- Develop a desire to master the principles
- Read each chapter **twice**
- Stop and ask yourself how to apply each suggestion
- Review book every month
- Work with a friend to make sure you don't violate the principles
- Check up each week on your progress

Don't Criticize, Condemn, or Complain



- A young Abe Lincoln would attack opponents in the newspapers
 - Was challenged to a duel
- His view on life changed
 - Took great pains to not criticize others

Give Honest and Sincere Appreciation



- Paid over \$1 million a year
 - Based on his ability to “arouse enthusiasm” in people
- “I am hearty in my approbation and lavish in my praise”
 - Charles Schwab

Simple Way to Make a Good First Impression



- Phone power program
 - Smile goes through phone
- “There is nothing either good or bad...but thinking makes it so”
 - Shakespeare

A Person's Name is the Sweetest Sound to that Person



Uh...I Forgot!

- Andrew Carnegie used this secret to make millions
 - Edgar Thompson Steel Works
 - Pullman Palace Car Company
- Be aware of the magic in a name

How to Interest People

- Be a good listener
 - Give rapt attention
- Talk in terms of other's interests
 - Theodore Roosevelt would research interests
- Make the other person feel important
 - Deepest craving in human nature it to be appreciated
 - “Talk to people about themselves and they will listen for hours”

You Can't Win an Argument



- Any victory will be an empty victory
 - Can never obtain opponent's goodwill
- Feeling of Importance!
- A man convinced against his will...is of the same opinion still

Never Say “You’re Wrong!”

- Don’t use words that imply certainty
 - Use I “think”, I “imagine”
- “One thing only I know, and that is that I know nothing”
 - Socrates
- “Every man I meet is my superior in some way. In that, I learn from him”
 - Emerson

Secret of Socrates



- Get the other person saying “yes, yes” immediately
 - Ask questions where agreement is assured
- “He who treads softly goes far”

Give a Dog a Good Name



- Give the person a fine reputation to live up to
 - Accomplish goal much faster than with criticism
- “Assume a virtue, if you have it not”
 - Shakespeare

Principles Summarized

- Don't Criticize
- Be lavish in your praise
- Smile!
- Remember the importance of a name
- Be a good listener
- Talk in terms of other's interests
- Make the other person feel important
- Can't win an argument
- Never Say "You're Wrong"
- Get the other person saying "Yes"
- Assume traits in people and they will appear