

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

The All-Time Classic Manual Of People Skills

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Main Theme

Dealing with people is probably the biggest challenge everybody faces no matter what their occupation, goals or ambitions. By applying the principles contained in this book, you can increase your confidence, your influence and your effectiveness. You will learn how to get others working alongside you instead of pulling in their own direction. By taking the time and effort to learn how to better interact with people around us, we increase our ability to do anything we want to do.

Part 1 Fundamental Techniques In Handling People

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| 1.1 If You Want To Gather Honey, Don't Kick Over The Beehive | Don't criticize, condemn or complain. |
| 1.2 The Big Secret Of Dealing With People | Give honest and sincere appreciation. |
| 1.3 He Who Can Do This Has The Whole World With Him.
He Who Cannot Walks A Lonely Way | Arouse in the other person an eager want. |

Part 2 Six Ways To Make People Like You

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| 2.1 Do This And You'll Be Welcome Anywhere | Become genuinely interested in other people. |
| 2.2 A Simple Way To Make A Good First Impression | Smile |
| 2.3 If You Don't Do This, You Are Headed For Trouble | Remember and use the other person's name. |
| 2.4 An Easy Way To Become A Good Conversationalist | Be a good listener. Let others to talk often. |
| 2.5 How To Interest People | Talk in terms of the other person's interests. |
| 2.6 How To Make People Like You Instantly | Sincerely make the other person feel important. |

Part 3 How To Win People To Your Way Of Thinking

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| 3.1 You Can't Win An Argument | To get the best of an argument, avoid it. |
| 3.2 A Sure Way Of Making Enemies - And How To Avoid It | Show respect for other people's opinions. |
| 3.3 If You're Wrong, Admit It | When wrong, admit it quickly and definitively. |
| 3.4 A Drop Of Honey | Always begin in a friendly way. |
| 3.5 The Secret Of Socrates | Keep the other person saying yes. |
| 3.6 The Safety Valve In Handling Complaints | Let the other person do all the talking. |
| 3.7 How To Get Cooperation | Make other people feel the idea is their own. |
| 3.8 A Formula That Will Work Wonders For You | Try to see things from the other person's view. |
| 3.9 What Everybody Wants | Be sympathetic with other's ideas & goals. |
| 3.10 An Appeal That Everybody Likes | Appeal to people's nobler motives. |
| 3.11 The Movies Do It. TV Does It. Why Don't You Do It? | Dramatize your ideas. |
| 3.12 When Nothing Else Works, Try This | Thrown down a challenge. |

Part 4 Be A Leader: How To Change Inoffensively Change People

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| 4.1 If You Must Find Fault, This Is The Way To Begin | Always begin with praise and appreciation. |
| 4.2 How To Criticize - And Not Be Hated For It | Be indirect when pointing out mistakes. |
| 4.3 Talk About Your Own Mistakes First | Always talk about your own mistakes first. |
| 4.4 No One Likes To Take Orders | Ask questions rather than giving orders. |
| 4.5 Let The Other Person Save Face | Let the other person save face. |
| 4.6 How To Spur People On To Success | Lavishly praise every improvement. |
| 4.7 Give A Dog A Good Name | Give the person a reputation to live up to. |
| 4.8 Make The Fault Seem Easy To Correct | Use encouragement frequently. |
| 4.9 Making People Glad To Do What You Want | Make the other person happy about what to do. |

Part 1
Fundamental Techniques In Handling People

**1.1 If You Want To Gather Honey,
Don't Kick Over The Beehive**

Main Idea

When you get the urge to criticize someone, stop and try to figure out why they say the things they do. Criticism never achieves a positive result.

Supporting Ideas

People never criticize themselves, but always rationalize that they are forced to act the way they do by factors beyond their control. Criticism is futile because it immediately puts the other person on the defensive.

Criticism is also dangerous as it fosters resentment that can smolder for years and come back to haunt us at the worst possible moment. In the long run, the short term satisfaction is not worth the long term pain.

Many studies show that people respond more completely to positive rewards than to negative scolding. Whenever you get the urge to correct someone through criticism, start on yourself. From a purely selfish point of view, you'll gain much more.

People are creatures of logic, not reason. People are filled with passions, prejudices and contradictions. Why try to deal with a matter of emotion through the logic of reason. It just won't work.

Key Thoughts

"God himself, sir, does not propose to judge man until the end of his days."

- Dr. Johnson

"Don't complain about the snow on your neighbor's roof when your own doorstep is unclean."

- Confucius

"A great man shows his greatness by the way he treats little men."

- Carlyle

1.2 The Big Secret Of Dealing With People

Main Idea

People don't have many wants, but what they want deep down they crave with all their hearts. Herein lies the key in dealing with other people - find out what it is they really want and show them how to get it. Do this for a person and they will move mountains for you.

Supporting Ideas

If our ancestors had not had a burning desire for a feeling of importance, civilization would have been impossible - we would be acting just like animals. If we can find out from what source a person draws their own personal feeling of importance, we have the key to their character.

Can you imagine the power that you hold in your control when you give people heart-felt appreciation and recognition. Correctly used, these people become highly motivated to help us do anything we want. Flattery is a pale shadow of honest appreciation, and people see right through it. The difference between flattery and appreciation is that flattery comes from the teeth out while appreciation comes from the heart. Flattery is telling the other person exactly what he wants to hear.

Key Thoughts

"Every man I meet is my superior in some way. In that, I learn of him."

- Emerson.

If you try, you can work out the good points in every person who crosses your path. All it takes is a bit of effort and the right attitude.

"I shall pass this way but once; any good, therefore, that I can do or

any kindness that I can show to any human being, let me do it now. Let me not defer nor neglect it, for I shall not pass this way again."

- Anonymous

"I consider my ability to arouse enthusiasm among my people the greatest asset I possess, and the way to develop the best that is in a person is by appreciation and encouragement."

- Charles Schwab, one of the most successful American businessmen of the 1930's.

Years ago, a teacher in Detroit asked Stevie Morris to help her find a mouse that was lost in the classroom. She knew Stevie had a marvelous gift of hearing to compensate for his blindness. This was the first time Stevie was shown appreciation for his gift, and it was the beginning of a new life for him. He went on to become Stevie Wonder, one of the most successful singers and songwriters of all time. And it all began with a little appreciation.

**1.3 He Who Can Do This Has The Whole World With Him.
He Who Cannot Walks A Lonely Way**

Main Idea

A key principle is to talk in terms of what they want, to see things the way they see them.

Supporting Ideas

When you go fishing, you don't put strawberries and cream on the hook. You use something that fish like - a worm.

Every act every person performs is because of some desire - something they want. Therefore, if you're smart, instead of talking in terms of what you want, always talk in terms of what your listener wants. You can get anything you want in life if you just help enough other people get what they want out of life. Next time you set out to get someone else to do something, stop and ask yourself;

"How can I make this person want to do it for themselves."

Find the answer to that and you are well on your way to influencing that person.

Sales people fail when they are thinking of only what they want. They don't realize that nobody wants to buy anything, as if they did, they would go out and buy one. But everybody is eternally interested in solving their problems, and if a salesperson can show us how to do that with a product, we won't need to be sold. We'll rush out and buy one. If you always try to see things from the other person's point of view, from their angle, you won't have much competition in any sales career.

Whenever we have a brilliant idea, instead of making others think it is ours, let them cook and stir the idea themselves. They will then regard it as their own, they will like it and eat a couple of helpings.

Key Thoughts

"Self-expression is the dominant necessity of human nature." - William Winter.

"Action springs out of what we fundamentally desire...and the best piece of advice which can be given to would-be persuaders, whether in business, in the home, in the school, in politics, is 'First arouse in the other person an eager want. He who can do this has the whole world with him. He who cannot walks a lonely way.'"

- Harry A Overstreet

"If there is any one secret of success it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own."

- Henry Ford

"People who can put themselves in the place of other people, who can understand the workings of their minds, need never worry about what the future has in store for them."

- Owen D. Young

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