

How to Win Friends... by Dale Carnegie (1936)

Improve self confidence by doing what is feared & create successful experiences. Criticism is futile because it puts a man on the defensive. Our character is defined by how we get our feeling of importance. Talk about what he wants and show him how to get it. **Every act you ever performed since the day you were born is because you wanted something.** You can make more friends by being interested in others than by trying to get them interested in you. You must have a good time meeting people if you expect them to have good time meeting you.

Clarify, not argue by trying this: "I may be wrong. I frequently am. Let's examine the facts." Say about yourself any derogatory remarks the other person is thinking before they say it. If wrong, admit it quickly & emphatically. Begin in a friendly way and get the other person saying "yes" immediately. **Let the other man do a great deal of the talking** and feel the idea is his. Appeal to the nobler motives, dramatize your ideas & throw down a challenge. Let others save face. **Be lavish in praise.** Remember & say the other person's name.

Books:

Lincoln the unknown (Dale Carnegie); What life should mean to you (Alfred Alders); Theodore Roosevelt, hero to his valet (James Amos); Why not try God (Mary Pickford); Autobiography (Ben Franklin); Showmanship in business (Ken Goode); How to win an argument (Alvin Busse); Growing together in the family (Leland Wood)

Quotes:

"The great aim of education is not knowledge but action." (Herbert Spencer)
"Criticisms are like homing pigeons. They always return home." (Dale Carnegie)
"A great man shows his greatness by the way he treats the little men." (Carlyle)
"Most folks are as happy as they make up their minds to be." (Abe Lincoln)
"Any fool can criticize, condemn & complain and most fools do." (Dale Carnegie)
"The deepest urge in human nature is the desire to be important." (John Dewey)
"Every man I meet is superior in some way. In that, I learn of him." (Ralph W. Emerson)
"Get the other person's point of view & see things from his angle." (Henry Ford)
"The way to develop the best in a man is by appreciation & encouragement." (Charles Schwab)
"A man convinced against his will is of the same opinion still." (Dale Carnegie)
"Success in marriage is much more than a matter of finding the right person; it is also a matter of being the right person." (Leland Wood)
"I shall pass this way but once; any good, therefore, that I can do or any kindness I can show to any human being, let me do it now. Let me not neglect it, for I shall not pass this way again."

Take action: review the book monthly & apply what it says