



安徽工程大学菁英班

HOW TO WIN FRIENDS & INFLUENCE PEOPLE

Dale.Carnegie

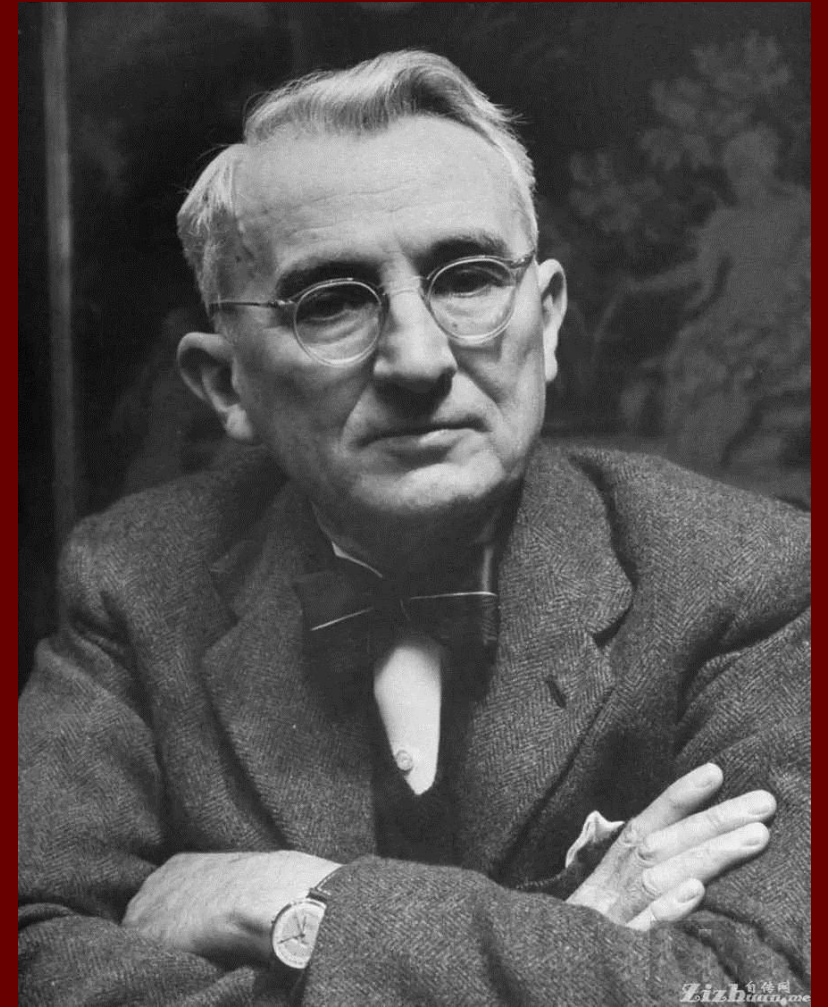
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Sparks

Dale.Carnegie

The well-known American psychologist and human relations experts .

The father of modern adult education, the godfather of human nature.



Part one: Fundamental Techniques in Handling People

Part two: Six Ways to Make People Like You

Part three: How to Win People to Your Way of Thinking

Part four: Be a Leader: How to Change People Without Giving Offense

Don't criticize, condemn or complain

Lincoln said: "Don't criticize them; they are just what we would be under similar circumstances."

Give honest and sincere appreciation

Carnegie said:"one of the most neglected virtues of our daily existence is appreciation".

People will cherish your words and treasure them or repeat them over a lifetime even you have forgotten them.

Arouse in the other person an eager want

**We always used to spend the most of time concern
on our own things.**

conclusion:

Humans are creatures of emotion, and it is common and natural to get defensive when a person is criticized for errors or mistakes , regardless whether they feel they were wrong or not in their choices ,so we should treat other with tolerance, sympathy and kindness and try to see the situation from their point of view and be kind in our response to their action.

conclusion:

One of America's most profound philosophers, said the deepest urge in human nature is the desire to feel important. There is no better way to raise self-esteem than receiving sincere appreciation, so show your sincere appreciation to others.

conclusion:

Fish prefer worms, if you want the fish to bite, you have to bait the hook in their favor,so focusing more on what others want, instead of what you want. If you are trying to sell someone on an idea, service or product,you should see it from their angle and express how they will benefit from what we have to offer.

Thank you