

How to Win Friends & Influence People (RP Minis)

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A Running Press mini abridgement of the most groundbreaking guidebook of all time.

Dale Carnegie's rock-solid, time-tested advice has carried countless people up the ladder of success in their business and personal lives. Now for the first time, the groundbreaking guidebook is available in our Miniature Edition format, for a quick dose of on-the-go inspiration. Fans of the original book as well as those looking for a little life-changing advice will enjoy this mini abridged edition of the classic work.

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as it was when it was first published, because Dale Carnegie had an understanding of human nature that will never be outdated.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 PriceDale Carnegie (1888-1955) described himself as a "simple country boy" from Missouri but was also a pioneer of the self-improvement genre. Since the 1936 publication of his first book, How to Win Friends and Influence People, he has touched millions of readers and his classic works continue to impact lives to this day.

Other Books

How to Win Friends and Influence People (Premium Edition), Dale Carnegie's self-help bestseller, How to Win Friends and Influence People, was published in 1936. The book outlines several ways to become a likeable person, manage your relationships better, make a great impression to win over others and even make them change their behaviour for you. At the core, Dale Carnegie's idea is that other people's behaviour can be changed by modifying your own. The book is amongst the best-selling of all time, with millions of copies sold worldwide.

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