

Become a Friendlier Person

1. Don't criticize, condemn or complain.
2. Give honest, sincere appreciation.
3. Arouse in the other person an eager want.
4. Become genuinely interested in other people.
5. Smile.
6. Remember that a person's name is to that person the sweetest and most important sound in any language.
7. Be a good listener. Encourage others to talk about themselves.
8. Talk in terms of the other person's interests.
9. Make the other person feel important – and do it sincerely.

Win People to Your Way of Thinking

10. The only way to get the best of an argument is to avoid it.
11. Show respect for the other person's opinion. Never say, "You're wrong."
12. If you are wrong, admit it quickly and emphatically.
13. Begin in a friendly way.
14. Get the other person saying "yes, yes" immediately.
15. Let the other person do a great deal of the talking.
16. Let the other person feel that the idea is his or hers.
17. Try honestly to see things from the other person's point of view.
18. Be sympathetic with the other person's ideas and desires.
19. Appeal to the nobler motives.
20. Dramatize your ideas.
21. Throw down a challenge.

Be a Leader

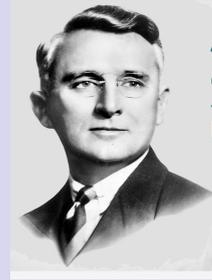
22. Begin with praise and honest appreciation.
23. Call attention to people's mistakes indirectly.
24. Talk about your own mistakes before criticizing the other person.
25. Ask questions instead of giving direct orders.
26. Let the other person save face.
27. Praise the slightest improvement and praise every improvement. Be "hearty in your approbation and lavish in your praise."
28. Give the other person a fine reputation to live up to.
29. Use encouragement. Make the fault seem easy to correct.
30. Make the other person happy about doing the thing you suggest.

Seven Rules For Making Your Home Life Happier

1. Don't nag.
2. Don't try to make your partner over.
3. Don't criticize.
4. Give honest appreciation.
5. Pay little attentions.
6. Be courteous.
7. Read a good book on the sexual side of marriage.

This section was included in the original 1936 edition but omitted from the revised 1981 edition.

Dale Carnegie



"Any fool can criticize, condemn and complain - and most fools do."
Dale Carnegie

Wisdom of Dale Carnegie

1. Create your own emotions.

"If you want to be enthusiastic, act enthusiastic."

2. It's not so much about the logical stuff.

"When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion."

3. Three things you are better off avoiding.

"Any fool can criticize, condemn, and complain but it takes character and self control to be understanding and forgiving."

4. What is most important?

"The royal road to a man's heart is to talk to him about the things he treasures most."

5. Focus outward, not inward.

"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."

6. Take control of your emotions.

"The person who seeks all their applause from outside has their happiness in another's keeping."

7. No, they are not holding you back.

"Instead of worrying about what people say of you, why not spend time trying to accomplish something they will admire."

8. So, what's in it for me?

"There is only one way... to get anybody to do anything. And that is by making the other person want to do it."

9. How to win an argument.

"The only way to get the best of an argument is to avoid it."

10. It's about more than your words.

"There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by these four contacts: what we do, how we look, what we say, and how we say it."