

How to Win Friends and Influence People by Dale Carnegie

Reviewed by J. Michael McDonald

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Webster's *New World Dictionary* defines a classic as "of the highest class; most representative of the excellence of its kind; having recognized worth." By this definition, Dale Carnegie's *How to Win Friends and Influence People* is a genuine classic. Since the book's publication in 1936, it has sold more than 15 million copies worldwide. The revised edition (1981) updated the original text, language, and examples. The book should be required in M.B.A. leadership classes.

Part one focuses on Fundamental Techniques in Handling People (This ought to be required in all supervisory training classes). Principle 1. Don't criticize, condemn, or complain. 2. Give honest and sincere appreciation. 3. Arouse in the other person an eager want. Each of these principles is supported by practical examples and is easily understood.

Part two deals with Six Ways to Make People Like You: (This should be required of anyone in sales and customer service.) Carnegie stresses sincerity and authenticity. Principle 1. Become genuinely interested in other people (rather than trying to get them interested in you). 2. Smile. 3. Remember that a person's name is to that person the sweetest and most important sound in any language. 4. Be a good listener. Encourage others to talk about themselves. 5. Talk in terms of the other person's interests. 6. Make the other person feel important and do it sincerely.

Part three demonstrates How to Win People to Your Way of Thinking. (This is practical jungle fighter's advice for people who deal with a lot of conflict.) Principle 1. The only way to get the best of an argument is to avoid one. 2. Show respect for the other's opinions (regardless). Never say "You're Wrong." 3. If you are wrong, admit it quickly and emphatically. 4. Begin in a friendly way. 5. Get the other saying Yes, Yes immediately. 6. Let the other do a great deal of the talking. 7. Let the other feel that the idea is his/hers. 8. Try honestly to see things from the other's point of view. 9. Be sympathetic with the other person's ideas. 10. Appeal to the nobler motives in the other person. 11. Dramatize your ideas. 12. Throw down a challenge.



Part four is How to Be a Leader/How to Change People without Giving Offense or Arousing Resentment. This section develops nine sound, highly practical guidelines that predate all of the best selling management books in the last thirty years. In these guides are found *The One Minute Manager* and *Who Moved My Cheese*.

I highly recommend this book to anyone who deals with people. To those of you, who read it a long time ago, pick it up and review it again. And to those of you who think the book is too “simplistic” and not “academically based,” you probably need to read it most of all!

The Cover Story

Title and author: *How to Win Friends and Influence People* by Dale Carnegie

Number of pages: 262

Area of Business: Human Relations

Readability: Light

Time needed to read: 3 hours

Why should I read this book? This is the best, most practical human relations book ever written.

Overall Rating: 4 bulbs