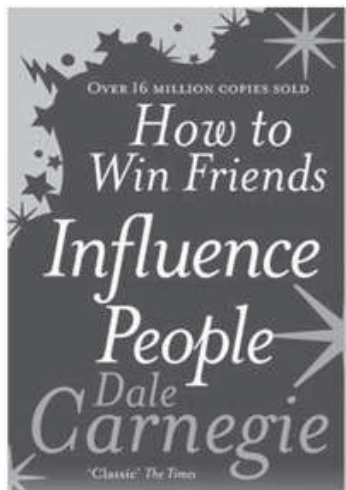


HOW TO WIN FRIENDS AND INFLUENCE PEOPLE- BOOK REVIEW

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'How To Win Friends And Influence People' is written by an American author Dale Carnegie .It was published in 1936.An eye opener to the simple and obvious things which we ignore and therefore find it tough to understand people and deal with them. Though written decades ago, everything in the book holds true even to the present generation. Beautifully written, a must read for all especially for MBA graduates like us who in future will be dealing with creatures of emotion.



The book has four parts. The first part deals with the fundamental techniques in handling people.

Don't criticize, condemn or complain. Author quotes Abraham Lincoln's words "Judge not, that ye not be judged".

Give honest and sincere appreciation. The book says any good or kindness you need to do, do it now for you will never pass this way again.

Arouse in the other person an eager want.

The secret of success lies in the ability to get the other person's point of view and see things from that person's angle as well as your own.

The second part deals with ways to make people like you. By doing this, you not only win friends but also develop their loyalty towards you

The author talks about why we need to be genuinely interested in other people.

Secrets of Theodore Roosevelt's astonishing popularity are very well written.

You must have a good time meeting people if you expect them to have a good time meeting you.

The importance of a good listener is well portrayed. Always make the other person feel important and do it sincerely. He recalls Emerson's statement "every man I meet is my superior in some way; In that I learn of him"

Part three includes how to win people to your way of thinking

To get the best of an argument is to avoid it. We learn how by winning an argument we still lose.

We all know getting to change people's mind is a herculean task. He further explains never to say "you're wrong" and to show respect for other person's opinion.

When wrong, admit it quickly and emphatically.

We learn the meaning behind Lincoln's statement "A drop of honey catches more flies than a gallon of gall".

The book says when you talk to people; begin discussing the things on which you agree. Always let the other person do a great deal of the talking and let him/her feel that the idea is his or hers.

We understand how, by honestly trying to see things from the other person's point of view, wonders work.

Be sympathetic with the other person's ideas and desires and appeal to the nobler motives.

Dramatizing your ideas makes a huge difference.

Give a chance to people to prove his or her worth, to excel, to win.

Part Four: Be a leader: How to change people without giving offense or arousing resentment

Begin with praise and honest appreciation and call attention to people's mistakes indirectly. Talk

about your own mistakes before criticizing the other person.

There is no one who likes to take orders. Ask questions instead of giving direct orders. The book says a real leader will always know that he/she has no right to say or do anything that diminishes a man in his own eyes. Hurting a man in his dignity is a crime.

Praise the slightest improvement and praise every improvement. Be hearty in your approbation and lavish in your praise. Give the other person a fine reputation to live up to.

Use encouragement. Make the other person's fault easy to correct and make him/her happy about doing the thing you suggest.