

<<卡耐基经典全集>>

图书基本信息

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前言

How to Win Friends and Influence People was first published in 1937 in an edition of only five thousand copies. Neither Dale Carnegie nor the publishers, Simon and Schuster, anticipated more than this modest sale. To their amazement, the book became an overnight sensation, and edition after edition rolled off the presses to keep up with the increasing public demand. How to Win Friends and Influence People took its place in publishing history as one of the all-time international best-sellers. It touched a nerve and filled a human need that was more than a faddish phenomenon of post-Depression days, as evidenced by its continued and uninterrupted sales into the eighties, almost half a century later. Dale Carnegie used to say that it was easier to make a million dollars than to put a phrase into the English language. How to Win Friends and Influence People became such a phrase, quoted, paraphrased, parodied, used in innumerable contexts from political cartoons to novels. The book itself was translated into almost every known written language. Each generation has discovered it anew and has found it relevant. Which brings us to the logical question: Why revise a book that has proven and continues to prove its vigorous and universal appeal? Why tamper with success?

Why tamper with success?

To answer that, we must realize that Dale Carnegie himself was a tireless reviser of his own work during his lifetime. How to Win Friends and Influence People was written to be used as a textbook for his courses in Effective Speaking and Human Relations and is still used in those courses today. Until his death in 1955 he constantly improved and revised the course itself to make it applicable to the evolving needs of an ever-growing public.

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作者简介

作者:(美国)卡耐基(Dale Carnegie)

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书籍目录

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE  
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 or Arousing Resentment  
Part Five Letters That Produced Miraculous Results  
Part Six Seven Rules for Making Your Home Life Happier  
HOW TO STOP WORRYING AND START LIVING  
SHOW QUICK AND EASY WAY TO EFFECTIVE SPEAKING

章节摘录

Unless he is consumed by some great cause to which he has dedicated his life, every speaker will experience moments of doubt about his subject matter. He will ask himself whether the topic is the right one for him, whether the audience will be interested in it. He will be sorely tempted to change his subject. At times like these, when negativism is most likely to tear down self-confidence completely, you should give yourself a pep talk. In clear, straightforward terms tell yourself that your talk is the right one for you, because it comes out of your experience, out of your thinking about life. Say to yourself that you are more qualified than any member of the audience to give this particular talk and, by George, you are going to do your best to put it across. Is this old-fashioned Coue teaching ?

It may be, but modern experimental psychologists now agree that motivation based on autosuggestion is one of the strongest incentives to rapid learning, even when simulated. How much more powerful, then, will be the effect of a sincere pep talk based on the truth ?

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