



How to Win Friends and Influence People

by Dale Carnegie · 1936 · 288 pages

In one line: People want to feel important and understood. Stop criticising, get genuinely interested, remember names, and let the other person feel the idea is theirs.

Is it worth your time? Yes, once, and the first section is the whole book. The 1936 examples are dated and some techniques read as manipulation unless you mean them. This summary gives you all 30 principles.

Try this week: five things to do

- 1 For one week, do not criticise, condemn or complain about anyone out loud. Notice how often you want to.
- 2 Learn and use the names of three people you see weekly but never address by name.
- 3 In your next conversation, ask three questions before saying anything about yourself.
- 4 Give one specific, honest piece of appreciation a day (not flattery: name the exact thing).
- 5 Next time you want someone to do something, ask instead of telling, and let them own the plan.

Tick each one off. When you miss a day, do the two-minute version the next day. Never miss twice.