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His advice has stood the test of time and will tell you how to:

- Make friends quickly and easily
- Win people over to your way of thinking
- Improve your conversation skills and become more entertaining
- Acquire new clients and customers

How to Win Friends and Influence People has the potential to turn around your relationships and improve your dealings with all of the people in your life.

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How to Win Friends and Influence People



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How to Win Friends and Influence People

'[Carnegie]
changed my life'

Warren
Buffett

Dale
Carnegie

EIGHT THINGS THIS BOOK WILL HELP YOU ACHIEVE

Get out of a mental rut, think new thoughts,
acquire new visions, discover new ambitions.



Make friends quickly and easily.



Increase your popularity.



Win people to your way of thinking.



Increase your influence, your prestige,
your ability to get things done.



Handle complaints, avoid arguments,
keep your human contacts smooth and pleasant.



Become a better speaker, a more
entertaining conversationalist.



Arouse enthusiasm among your associates.



*This book has done all these things for more
than ten million readers in thirty-six languages.*

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PREFACE TO REVISED EDITION

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 bestsellers. 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 cartoon 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?

To answer that, we must realise 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