

<<人性的弱点>>

图书基本信息

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内容概要

《人性的弱点（英文权威版）》汇集了卡耐基的思想精华和最激动人心的内容，是作者最成功的励志经典，书的唯一目的就是帮助解决所面临的最大问题：如何在日常生活、商务活动与社会交往中与人打交道，并有效地影响他人；如何击败人类的生存之敌——忧虑，以创造一种幸福美好的人生。

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书籍目录

Eight Things This Book will Help You Achieve Preface to Revised Edition How This Book Was Written-And Why By Dale Carnegie Nine Suggestions on How to Get the Most out of This BookPart One Fundamental Techniques in Handling People1. "If You Want to Gather Honey, Don't Kick over the Beehive"2. The Big Secret of Dealing with People 3. "He Who Can Do This Has the Whole World with Him.He Who Cannot Walks a Lonely Way" In 6 How to Make People Like You Instantly In a Nutshell Part Two Six Ways to Make People Like You1 Do This and You'll Be Welcome Anywhere2 A Simple Way to Make a Good First Impression 3 If You Don't Do This, You Are Headed for Trouble 4 An Easy Way to Become a Good Conversationalist 5 How to Interest PeoplePart Three How to Win People to Your Way of Thinking1 You Can't Win an Argument 2 A Sure Way of Making Enemies-And How to Avoid It3 If You're Wrong, Admit It 4 A Drop of Honey 5 The Secret of Socrates 6 The Safety Valve in Handling Complants7 How to Get Co-operation 8 A Formula That Will Work Wonders for You 9 What Everybody Wants 10 An Appeal That Everybody Likes 11 The Movies Do It. Tv Does It. Why Don't You Do It?12 When Nothing Else Works, Try This In a Nutshell Part Four Be a Leader: How to Change People without Giving Offense or Arousing Resentment1 If You Must Find Fault, This Is the Way to Begin 2 How to Criticize-and Not Be Hated for It 3 Talk about Your Own Mistakes First 4 No One Likes to Take Orders 5 Let the Other Person Save Face 6 How to Spur People on to Success 7 Give a Dog a Good Name.....Part Five Letters That Produced Miraculous ResultsPart Six Seven Rules for Making Your Home Life Happier

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章节摘录

I once interviewed Jim Farley and asked him the secret of his success. He said , "Hard work , " and I said , " Don't be funny." He then asked me what I thought was the reason for his success. I replied: "I understand you can call ten thousand people by their first names." "No. You are wrong , " he said. "I can call fifty thousand people by their first names." Make no mistake about it. That ability helped Mr. Farley put Franklin D. Roosevelt in the White House when he managed Roosevelt's campaign in 1932. During the years that Jim Farley traveled as a salesman for a gypsum concern , and during the years that he held office as town clerk in Stony Point , he built up a system for remembering names. In the begun , it was a very simple one. Whenever he met a new acquaintance , he found out his or her complete name and some facts about his or her family , business and political opinions. He fixed all these facts well in mind as part of the picture , and the next time he met that person , even if it was a year later , he was able to shake hands , inquire after the family , and ask about the hollyhocks in the backyard. No wonder he developed a following! For months before Roosevelt's campaign for President began , Jim Farley wrote hundreds of letters a day to people all over the western and northwestern states. Then he hopped onto a train and in nineteen days covered twenty states and twelve thousand miles , traveling by buggy , tram , automobile and boat. He would drop into town , meet his people at lunch or breakfast , tea or dinner , and give them a "heart-to-heart talk." Then he'd dash off again on another leg of his journey.

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