

ALTITUDE BUSINESS



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Bill Ritter

An interview with
the governor

Business Training Institute

Professional development for all
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Shining Stars

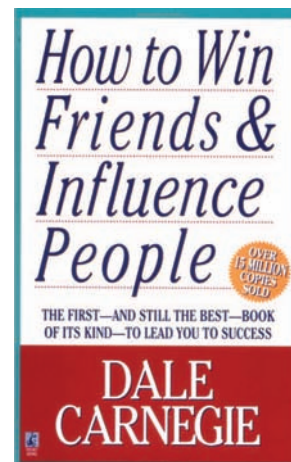
Announcing the 2007 Business
Hall of Fame inductees



Business Bookshelf:

Business Classics

by Dixie Malone



How to Win Friends and Influence People

This 15-million-plus seller is 70 years old and still continues to sell in bookstores and checked out by readers in libraries. It is available in hardback, paperback, audiocassette and CD. It has survived cynics who dismiss it as a Pollyanna vision of the world, and critics who label it hopelessly out of step with the modern business environment.

Dale Carnegie's classic of 1937 is both relevant and still thriving, especially in today's post-Enron climate. His primer on how to succeed in the world and business offers is filled with straightforward common sense suggestions. For example, as one of his "Fundamental Techniques in Handling People," he suggests that it is best to not "criticize, condemn or complain." Some of his advice may appear on the surface to be somewhat manipula-

tive, but it is also tempered with genuine regard for one's fellow man. One of his pieces of advice in "Six Ways to Make People Like You" is to "make the other person feel important," but he further admonishes that

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is important to "do it sincerely." Such practical advice as "talk about your own mistakes before criticizing the other person," serve as good reminders, if not revelatory new concepts, in human psychology.

In business, as in life, the ability to make a good first impression, persuade and constructively criticize others is timeless and so is appreciation for Carnegie's classic book.

Dixie Malone is an outreach librarian at the Denver Public Library. Visit the library online at www.denver.lib.co.us for a branch near you.