



Dale
Carnegie's
Golden
Book

To capture lasting, profitable results that drive long-term growth for organizations, everyone on a team must be competent, passionate and committed. At Dale Carnegie, we invigorate employees by drawing out their natural strengths, building the courage and confidence they need to take command of their role and achieve the unexpected. And as we help individuals excel, they gain the trust and respect of the people around them, creating a culture that works at all levels of an organization.

We set teams in motion and help entire organizations reach new heights, powered by the unique talents of the individuals who work there.

For more than 100 years, we've helped companies of all sizes generate revenue, increase productivity and reduce costs by revealing their bright and resourceful workforce. Today, we continue to cross borders and generations, showing people how to tap into the best parts of themselves to create positive change.



Dale Carnegie

1888-1955

Founder

One man's belief in the power of self-transformation became a springboard to millions of success stories for more than a century. Stories of unforeseen confidence, unexpected team cooperation and unprecedented business results show just how powerful a commitment to personal growth can be.

Dale Carnegie's own story is equally surprising. Born into poverty in the small town of Maryville, Missouri, where he worked on the family farm, he grew up to be one of the most compelling speakers, revered business leaders and best-selling authors in the world. More than 50 million copies of Mr. Carnegie's books such as *How to Win Friends and Influence People* and *How to Stop Worrying and Start Living* have been printed in 38 languages. As a result, more than 8 million lives have been inspired by his timeless values and practices.

Principles from *How to Win Friends and Influence People*

Become a Friendlier Person

1. Don't criticize, condemn or complain.
2. Give honest, sincere appreciation.
3. Arouse in the other person an eager want.
4. Become genuinely interested in other people.
5. Smile.
6. Remember that a person's name is to that person the sweetest and most important sound in any language.
7. Be a good listener. Encourage others to talk about themselves.
8. Talk in terms of the other person's interests.
9. Make the other person feel important – and do it sincerely.

Win People to Your Way of Thinking

10. The only way to get the best of an argument is to avoid it.
11. Show respect for the other person's opinion. Never say, "you're wrong."
12. If you are wrong, admit it quickly and emphatically.
13. Begin in a friendly way.
14. Get the other person saying, "yes, yes" immediately.
15. Let the other person do a great deal of the talking.
16. Let the other person feel that the idea is his or hers.
17. Try honestly to see things from the other person's point of view.
18. Be sympathetic with the other person's ideas and desires.
19. Appeal to the nobler motives.
20. Dramatize your ideas.
21. Throw down a challenge.

Be a Leader

22. Begin with praise and honest appreciation.
23. Call attention to people's mistakes indirectly.
24. Talk about your own mistakes before criticizing the other person.
25. Ask questions instead of giving direct orders.
26. Let the other person save face.
27. Praise the slightest improvement and praise every improvement. Be "hearty in your approbation and lavish in your praise."
28. Give the other person a fine reputation to live up to.
29. Use encouragement. Make the fault seem easy to correct.
30. Make the other person happy about doing the thing you suggest.

Principles from *How to Stop Worrying and Start Living*

Fundamental Principles for Overcoming Worry

1. Live in “day-tight compartments.”
2. How to face trouble:
 - a. Ask yourself, “What is the worst that can possibly happen?”
 - b. Prepare to accept the worst.
 - c. Try to improve on the worst.
3. Remind yourself of the exorbitant price you can pay for worry in terms of your health.

Basic Techniques in Analyzing Worry

1. Get all the facts.
2. Weigh all the facts – then come to a decision.
3. Once a decision is reached, act!
4. Write out and answer the following questions:
 - a. What is the problem?
 - b. What are the causes of the problem?
 - c. What are the possible solutions?
 - d. What is the best possible solution?

Break the Worry Habit Before It Breaks You

1. Keep busy.
2. Don't fuss about trifles.
3. Use the law of averages to outlaw your worries.
4. Cooperate with the inevitable.
5. Decide just how much anxiety a thing may be worth and refuse to give it more.
6. Don't worry about the past.

Cultivate a Mental Attitude That Will Bring You Peace and Happiness

1. Fill your mind with thoughts of peace, courage, health and hope.
2. Never try to get even with your enemies.
3. Expect ingratitude.
4. Count your blessings – not your troubles.
5. Do not imitate others.
6. Try to profit from your losses.
7. Create happiness for others.

The Perfect Way to Conquer Worry

1. Pray.

Don't Worry About Criticism

1. Remember that unjust criticism is often a disguised compliment.
2. Do the very best you can.
3. Analyze your own mistakes and criticize yourself.

Prevent Fatigue and Worry, and Keep Your Energy and Spirits High

1. Rest before you get tired.
2. Learn to relax at your work.
3. Protect your health and appearance by relaxing at home.
4. Apply these four good working habits:
 - a. Clear your desk of all papers except those relating to the immediate problem at hand.
 - b. Do things in the order of their importance.
 - c. When you face a problem, solve it then and there if you have the facts necessary to make a decision.
 - d. Learn to organize, deputize and supervise.
5. Put enthusiasm into your work.
6. Don't worry about insomnia.

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