

<<人性的弱点>>

图书基本信息

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前言

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.

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内容概要

人从来就不是一种完美的动物，你克服自身的弱点越多，你拥有的优点也越多；人从来就不是一种个体动物，你懂得人际交往的技巧越多，你生存发展的天地也就越广阔。

了解“人性的弱点”，你就获得了成功所必备的另外85%的能力。

一个成功的人，一定是一个口碑良好，善于与人合作的人，也一定是个深谙“人性弱点”的大智大成者。

正所谓：世事洞明皆学问，做事要求先做人！

本书是卡耐基“人性的弱点”英文原版图书，在提高英文阅读能力的时候亦能让你对人性的弱点有所全面的了解和改进。

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作者简介

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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 Book
 Part 1 Fundamental Techniques In Handling People 1 “ 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 the Whole Word with Him. He Who Cannot Walks a Lonely Way ” In a Nutshell
 Part 2 Six Ways to Make People Like You 1 Do This and You'll Be Welcome Anywhere 2 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 People 6 How To Make People Like You Instantly In A Nutshell
 Part 3 Twelve Ways to Win People to Your Way of Thinking 1 You Can't Win an Argument 2 A Sure Way of Making Enemies-and How to Avoid It 3 If You're Wrong , Admit It 4 A prop of Honey 5 The Secret of Socrates 6 The Safety Valve in Handling Complaints 7 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 4 Nine Way To Change People without Giving Offence Or Arousing Restment 1 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 man Save Face 6 How to Spur People on to Success 7 Give a Dog a Good Name 8 Make the Fault Seem Easy to Correct 9 Making People Glad to Do What You Want In a Nutshell
 Part Five Letters That Produced Miraculous Results
 Part Six Seven Rules for Making Your Home Life Happier 1 How to Dig Your Marital Grave in the Quickest Possible Way 2 Love and Let Live 3 Do This and You'll Be Looking up the Time-Tables to Reno 4 A Quick Way to Make Everybody Happy 5 They Mean So Much to a Woman 6 If You Want to Be Happy , Don't Neglect This One 7 Don't Be a “ Marriage Illiterate ” In a Nutshell

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章节摘录

3 "He Who Can Do This Has the Whole World with Him. He Who Cannot Walks a Lonely Way" I often went fishing up in Maine during the summer. Personally I am very fond of strawberries and cream, but I have found that for some strange reason, fish prefer worms. So when I went fishing, I didn't think about what I wanted. I thought about what they wanted. I didn't bait the hook with strawberries and cream. Rather, I dangled a worm or a grasshopper in front of the fish and said, "Wouldn't you like to have that ?

"Why not use the same common sense when fishing for people ?

That is what Lloyd George, Great Britain's Prime Minister during World War I, did. When someone asked him how he managed to stay in power after the other wartime leaders Wilson, Orlando and Clemenceau had been forgotten, he replied that if his staying on top might be attributed to any one thing, it would be to his having learned that it was necessary to bait the hook to suit the fish. Why talk about what we want ?

That is childish. Absurd. Of course, you are interested in what you want. You are eternally interested in it. But no one else is. The rest of us are just like you: we are interested in what we want.

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编辑推荐

《人性的弱点(英文原版)》英文版在全世界销售已经超过几千万册，在亚马逊网站一直高踞畅销书榜，深受广大读者欢迎，成为世界上最持久的优秀成功励志作品。通过《人性的弱点》，既可以学习领悟卡耐基的成功思想，又可以学习地道的美国英语，可谓一举两得。

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