

<<人性的弱点>>

图书基本信息

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内容概要

这是一本可以改变你命运的书,《人性的弱点》在世界各地至少已译成58种文字,全球总销量已达1.5亿余册,拥有4亿读者,除《圣经》之外,无出其右者。

《人性的弱点》是名副其实的“人际关系学”培训第一品牌书,被全世界各类企业、网络营销公司、保险公司等各种机构作为培训必读书。

雄心万丈的青年企业家、业务员、家庭主妇、学者、热恋爱的情侣.....不管你是什么人,这都是一本让你惊喜,使你思想更成熟、举止更稳重的好书。

我们相信这是一本可以改变你命运的书。

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作者简介

<<人性的弱点>>

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.....
Part 5 Letters That Produced Miraculous Results
Part 6 Seven Rules for Making Your Home Life Happier

<<人性的弱点>>

章节摘录

Nine Suggestions on How to Get the Most out of This Book 1. If you wish to get the most out of this book, there is one indispensable requirement, one essential infinitely more important than any rule or technique. Unless you have this one fundamental requisite, a thousand rules on how to study will avail little. And if you do have this cardinal endowment, then you can achieve wonders without reading any suggestions forgetting the most out of a book. What is this magic requirement?

Just this: a deep, driving desire to learn, a vigorous determination to increase your ability to deal with people.

How can you develop such an urge?

By constantly reminding yourself how important these principles are to you. Picture to yourself how their mastery will aid you in leading a richer, fuller, happier and more fulfilling life. Say to yourself over and over: "My popularity, my happiness and sense of worth depend to no small extent upon my skill in dealing with people!"

2. Read each chapter rapidly at first to get a bird's-eye view of it. You will probably be tempted then to rush on to the next one. But don't—unless you are reading merely for entertainment. But if you are reading because you want to increase your skill in human relations, then go back and reread each chapter thoroughly. In the long run, this will mean saving time and getting results.

3. Stop frequently in your reading to think over what you are reading. Ask yourself just how and when you can apply each suggestion. 4. Read with a crayon, pencil, pen, magic marker or highlighter in your hand. When you come across a suggestion that you feel you can use, draw a line beside it. If it is a four-star suggestion, then underscore every sentence or highlight it, or mark it with "****".

"Marking and underscoring a book makes it more interesting, and far easier to review rapidly. 5. I knew a woman who had been office manager for a large insurance concern for fifteen years. Every month, she read all the insurance contracts her company had issued that month. Yes, she read many of the same contracts over month after month, year after year. Why?

Because experience had taught her that that was the only way she could keep their provisions clearly in mind. I once spent almost two years writing a book on public speaking and yet I found I had to keep going back over it from time to time in order to remember what I had written in my own book. The rapidity with which we forget is astonishing. So, if you want to get a real, lasting benefit out of this book, don't imagine that skimming through it once will suffice. After reading it thoroughly, you ought to spend a few hours reviewing it every month. Keep it on your desk in front of you every day. Glance through it often. Keep constantly impressing yourself with the rich possibilities for improvement that still lie in the offing. Remember that the use of these principles can be made habitual only by a constant and vigorous campaign of review and application. There is no other way.

6. Bernard Shaw once remarked: "If you teach a man anything, he will never learn." Shaw was right. Learning is an active process. We learn by doing. So, if you desire to master the principles you are studying in this book, do something about them. Apply these rules at every opportunity. If you don't you will forget them quickly. Only knowledge that is used sticks in your mind. You will probably find it difficult to apply these suggestions all the time. I know because I wrote the book, and yet frequently I found it difficult to apply everything I advocated. For example, when you are displeased, it is much easier to criticize and condemn than it is to try to understand the other person's viewpoint. It is frequently easier to find fault than to find praise. It is more natural to talk about what you want than to talk about what the other person wants. And soon, so, as you read this book, remember that you are not merely trying to acquire information. You are attempting to form new habits. Ah yes, you are attempting a new way of life. That will require time and persistence and daily application. So refer to these pages often. Regard this as a working handbook on human relations; and whenever you are confronted with some specific problem—such as handling a child, winning your spouse to your way of thinking, or satisfying an irritated customer—hesitate about doing the natural thing, the impulse thing. This is usually wrong. Instead, turn to these pages and review the paragraphs you have underscored. Then try these new ways and watch them achieve magic for you.

7. Offer your spouse, your child or some business associate a dime or a dollar every time he or she catches you violating a certain principle. Make a lively game out of mastering these rules. 8. The president of

<<人性的弱点>>

an important Wall Street banker once described, in a talk before one of my classes, a highly efficient system he used for self-improvement. This man had little formal schooling; yet he had become one of the most important financiers in America, and he confessed that he owed most of his success to the constant application of his homemade system. This is what he does, I'll put it in his own words as accurately as I can remember. "For years I have kept an engagement book showing all the appointments I had during the day. My family never made any plans for me on Saturday night, for the family knew that I devoted a part of each Saturday evening to the illuminating process of self-examination and review and appraisal. After dinner I went off by myself, opened my engagement book, and thought over all the interviews, discussions and meetings that had taken place during the week. I asked myself: 'What mistakes did I make that time?'

'What did I do that was right-and in what way could I have improved my performance?'

'What lessons can I learn from that experience?'

"I often found that this weekly review made me very unhappy. I was frequently astonished at my own blunders. Of course, as the years passed, these blunders became less frequent. Sometimes I was inclined to pat myself on the back a little after one of these sessions. "

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编辑推荐

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