

<<人性的弱点全集>>

图书基本信息

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内容概要

How to Win Friends & Influence People is the grandfather of all people-skills books, which was first published in 1937. It was an overnight hit, eventually selling 15 million copies. Dale Carnegie had an understanding of human nature that will never be outdated. For more than sixty years the rock-solid, time-tested advice in this book has carried thousands of now famous people up the ladder of success in their business and personal lives. How to Stop Worrying and Start Living deals with fundamental emotions and ideas. It is fascinating to read and easy to apply. Let it change and improve you. There's no need to live with worry and anxiety that keep you from enjoying a full, active and happy life. Though this six-million-copy bestseller, millions of people have been helped to overcome the worry habit. Dale Carnegie offers a set of practical formulas you can put to work today—formulas that will last a lifetime! The Quick and Easy Way to Effective Speaking is the landmark edition of Dale Carnegie's public-speaking bible. Public speaking, as Carnegie saw it, is a vital skill that can be attained through basic and repeated steps. It preserves the full range of ideas and methods that appeared in the original, including Carnegie's complete speech and diction exercises, which follow each chapter, as the author originally designated them.

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作者简介

DALE CARNEGIE (1888-1955) , was a pioneer in public speaking and personality development. He became famous by showing others how to become successful. His book How to Win Friends and Influence People (1936) has sold more than 1 million copies and has been translated into many languages. His books became popular because of his illustrative stories and simple, well-phrased rules. Two of his most famous maxims are, "Believe that you will succeed, and you will" and "Learn to love, respect and enjoy other people." His other books include How to Stop Worrying and Start Living (1948). Toward the beginning of his career, Carnegie wrote The Quick and Easy Way to Effective Speaking (1931), which became a standard text.

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