

How to make people like you – and why it is not a trick

Upcoming episode

The best-selling book about people ever written, from 1936. A walk through the ideas in Dale Carnegie's *How to Win Friends and Influence People* – why criticism does not work, what genuine interest does, and where the line to manipulation runs.

THE BOOK THIS EPISODE IS ABOUT

How to Win Friends and Influence People – Dale Carnegie
1936

MAIN TOPICS

- Why criticism almost never works
- Honest appreciation versus flattery
- Becoming genuinely interested in other people
- Names, listening, and talking about what the other person cares about
- Avoiding the argument instead of winning it
- Letting the idea become theirs
- The criticism of the book, and where the line to manipulation runs

QUESTIONS THIS EPISODE ANSWERS

- How do you make people like you?
- Why does criticism not work?
- What is the difference between appreciation and flattery?
- How do you become a better listener?
- Can you win an argument?
- Is the advice in *How to Win Friends* manipulation?

KEY POINTS

- Criticism puts people on the defensive. It rarely changes behaviour.
- People remember how you made them feel, not what you said.
- Interest in others has to be real. Fake interest is noticed, and backfires.
- The only way to win an argument is to avoid it.
- The book is from 1936. The examples are dated, the principles are not.

SOURCES AND REFERENCES

- Dale Carnegie – *How to Win Friends and Influence People* (1936)

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