

<<人性的弱点>>

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作者：戴尔·卡耐基

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内容概要

《人性的弱点》作者戴尔·卡耐基，美国“成人教育之父”。20世纪早期，美国经济陷入萧条，战争和贫困导致人们失去了对美好生活的愿望，而卡耐基独辟蹊径地开创了一套融演讲、推销、为人处世、智能开发于一体的教育方式，他运用社会学和心理学知识，对人性进行了深刻的探讨和分析。他讲述的许多普通人通过奋斗获得成功的真实故事，激励了无数陷入迷茫和困境的人，帮助他们重新找到了自己的人生。接受卡耐基教育的有社会各界人士，其中不乏军政要员，甚至包括几位美国总统。千千万万的人从卡耐基的教育中获益匪浅。

《人性的弱点》汇集了卡耐基的思想精华和最激动人心的内容，是作者最成功的励志经典，出版后立即获得了广大读者的欢迎，成为西方世界最持久的人文畅销书。无数读者通过阅读和实践书中介绍的各种方法，不仅走出困境，有的还成为世人仰慕的杰出人士。只要不断研读本书，相信你也可以发掘自己的无穷潜力，创造辉煌的人生。

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作者简介

戴尔·卡耐基 (Dale Carnegie), 被誉为是20世纪最伟大的心灵导师和成功学大师, 美国现代成人教育之父, 20世纪最伟大的心灵导师, 美国著名的人际关系学大师, 西方现代人际关系教育的奠基人。美国人戴尔·卡耐基利用大量普通人不断努力取得成功的故事, 通过演讲和书唤起无数陷入迷惘者的斗志, 激励他们取得辉煌的成功。其在1936年出版的著作《人性的弱点》, 70年来始终被西方世界视为社交技巧的圣经之一。他并在1912年创立卡内基训练, 以教导人们人际沟通及处理压力的技巧。

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章节摘录

"Carl could have had those sales , but he made no effort to arouse in us any desire for the policies. " The world is full of people who are grabbing and self-seeking. So the rare individual who unselfishly tries to serve others has an enormous advantage. He has little competition. Owen D. Young , a noted lawyer and one of America's great business leaders , once said: "People who can put themselves in the place of other people , who can understand the workings of their minds , need never worry about what the future has in store for them. " If out of reading this book you get just one thing-an increased tendency to think always in terms of other people's point of view , and see things from their angle-if you get that one thing out of this book , it may easily prove to be one of the building blocks of your career. Looking at the other person's point of view and arousing in him an eager want for something is not to be construed as manipulating that person so that he will do something that is only for your benefit and his detriment. Each party should gain from the negotiation. In the letters to Mr. Vermylen , both the sender and the receiver of the correspondence gained by implementing what was suggested. Both the bank and Mrs. Anderson won by her letter in that the bank obtained a valuable employee and Mrs. Anderson a suitable job. And in the example of John's sale of insurance to Mr. Lucas , both gained through this transaction.

Another example in which everybody gains through this principle of arousing an eager want comes from Michael E. Whidden of Warwick , Rhode Island , who is a territory salesman for the Shell Oil Company. Mike wanted to become the Number One salesperson in his district , but one service station was holding him back. It was run by an older man who could not be motivated to clean up his station. It was in such poor shape that sales were declining significantly. This manager would not listen to any of Mike's pleas to upgrade the station. After many exhortations and heart-to-heart talks-all of which had no impact-Mike decided to invite the manager to visit the newest Shell station in his territory.

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编辑推荐

May I suggest that you also read this book over: keep it by your bed , underscore the parts that apply to your problems. Study it; use it. For this is not a "reading book" in the ordinary sense; it is written as a "guidebook"-to a new way of life !

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