

do it. This book will be your guide, but only you can understand yourself. Only *you* can command yourself to apply this training. Only *you* can evaluate your progress. Only *you* can bring about corrective action should you slip a little. In short, you are going to train yourself to achieve bigger and bigger success.

You already have a fully equipped laboratory in which you can work and study. Your laboratory is all around you. Your laboratory consists of human beings. This laboratory supplies you with every possible example of human action. And there is no limit to what you can learn once you see yourself as a scientist in your own lab. What's more, there is nothing to buy. There is no rent to pay. There are no fees of any kind. You can use this laboratory as much as you like for free.

As director of your own laboratory, you will want to do what every scientist does: observe and experiment.

Isn't it surprising to you that most people understand so little about why people act as they do even though they are surrounded by people all their lives? Most people are not trained observers. One important purpose of this book is to help you train yourself to observe, to develop deep insight into human action. You'll want to ask yourself questions like "Why is John so successful and Tom just getting by?" "Why do some people have many friends and other people have only few friends?" "Why will people gladly accept what one person tells them but ignore another person who tells them the same thing?"

Once trained, you will learn valuable lessons just through the very simple process of observing.

Here are two special suggestions to help you make yourself a trained observer. Select for special study the most successful and the most unsuccessful person you know. Then, as the book