Dale Carnegie’s book How to Win Friends and Influence People gives methods of instruction and examples as to how to triumph in the social world. It includes chapters on how to handle people, how to make people like you, how to win people to your way of thinking, and how to be a leader. The book begins with a preface of suggestions on how to get the most of the book. These include reviewing it periodically and taking the suggestions with an open mind and sincerity. It gives guiding principles on how to become interested in people, guidelines that help a person to be more social and framework on what to do in other social situations. This book has sold millions of copies and many people have taken a liking too it. However, I believe there are some criticisms that have come with people’s opinion on this book, and as well as the claims made in the book. The book provided a way for people to motivate themselves and enter the workforce after the Great Depression. As an enlightened individual and businessman of the time, Mr Carnegie created a book that, "touched a nerve and filled a human need that was more than a faddish phenomenon of post-Depression days, as evidenced by its continued and uninterrupted sales into the eighties, almost half a century later," (Carnegie 13). The peoples' low morals and lost hope during and after the Depression made Dale Carnegie's book, How to Win Friends and Influence People, an "overnight sensation."

The first chapter exposes the reader to the technique of how to handle people successfully. It emphasizes that in order to understand people one must regard the situation from their point of view. Most people have reasons for deciding what they do. Those who commit crimes and rob stores do not view themselves as bad people. Gangsters such as Al Capone regarded themselves as unappreciated and unrecognized public benefactors, not as enemies of the state. People do not condemn themselves, so why should one condemn others? Lesson one explains to the reader that one should never criticize, complain, or condemn other people. Principle two suggests that you give people your sincere and honest appreciation. A person should not think of his accomplishments or successes, yet compliment others on theirs. The most important thing one can give another is his genuine appreciation. I consider my ability to arouse enthusiasm among people the greatest asset I possess, and the way to develop the best that is in a person is by appreciation and encouragement. Charles Schwab, you can threaten people by force or harsh words, but the only way to get others to do what you wish is to give them what they want. What do they want? Appreciation. Principle three in the fundamental techniques of handling people deals with how to arouse in the other person an eager want. It is easy to tell people your needs, but no one wants to hear them. People are only interested in their wants and needs.

Although the book has some great standards to implement into your life about social situations, it is not one overarching guide for everything to do in a social situation. There are more sections that discuss the other side of social situations, which include being a leader, and how to gain people to understand your way of thinking, and even how to make your life at home with your spouse more enjoyable. I think that the part that includes general social advice is extremely relevant and pertinent to situations and can be applied to situations, but I do not believe that it covers everything that can be used in different circumstances.

There is also a section that discusses more general advice in which some of these concepts could be acknowledged for common sense. In the section that talks about “Six Ways to Make People Like You” listed under this header is to smile, be a good listener, and make the other person feel important. These are only three of the total six but I believe these three are common guidelines that are taught in elementary school. I am not denying that they are good points, but I think this advice is extremely general, and common knowledge amongst most people.

As stated by "Overview of Great Depression," it is widely known that the Great Depression was a worldwide business slump of the 1930s. It ranked as the worst and longest period of high unemployment and low business activity in modern times. "A Decade of Devastation," claims it to be the most savaging of the western world.

To sum up, the ideas I've considered, I'd suggest that there's so much knowledge about people and the feelings they're experiencing when having a relationship with someone or forming a connection between them.

That’s all

Thank you

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