Carnegie urges readers to "make the other person know like it is his or her idea" in Chapter 7: "How to get cooperation." Not only do people like their own ideas, but they don't want to be told what to do. And instead of persuading others to consider your idea, first plant the seed of the idea and let it draw the same conclusion as you did on its own. It is less important to get credit for an idea than to get results. Instead of selling what you think customers need, ask what they need and want. Nobody wants to feel as if they're asked what to do. We like to think individually, to have the flexibility and to act on our own thoughts. We like being informed about what we think and what we want. And how do we use that for our benefit? If we're trying to win people over to our way of thinking, we should lead them there-get them halfway or so-and then step back and let them see the idea right through. Take the example of Mr Wesson, a man who sold design studio drawings. He tried hundreds of times to buy his drawings from one of New York 's leading stylists. He tried a new approach one day. One day. He gave the stylist some unfinished drawings and asked if he could finish the designs to make them usable for the stylist. The artist proposed his suggestions. Mr Wesson finished the sketches with the suggestions of the client, and both were approved.

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