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In A Nutshell

My Summary

1. Preface about the book
2. Why this book is important
3. Part 1 - Fundamental Techniques In Handling People (21 – 54)
4. "If You Want to Gather Honey, Don't Kick Over the Beehive"  
   Don’t criticize, condemn or complain
5. The Big Secret of Dealing with People  
   Give honest and sincere appreciation.
6. "He Who Can Do This Has the Whole World with Him. He Who Cannot, Walks a Lonely Way"  
   Arouse in the other person an eager want.

Speech:

1 - Introduction:

Hi All, I’m Mariam Nesiem I work as senior sowtware quality control in AAM Project

Today I am going to talk about a wonderful book called ‘’ and I’m very pleased to talk with u about it

First let’s give you a brief about this book and why it is very popular and then take you through this book

2- Summary:

3- Topics:

4- Fundamental Techniques in Handling People

1. **Don’t criticize, condemn or complain.**Everyone wants to feel important/ wanted.  Criticizing someone is not only fruitless, it will put him on the defensive, hurt his sense of pride, and even arouse resentment. Instead of criticizing, try to understand why people do what they do.
2. **Give honest and sincere appreciation.**The only way to make someone do something is to make them want to do it. People want to do things because of the gratification they get, and the need to be appreciated or feel important is one of the deepest human desires. If you can fulfil that need, people will love you.  Constantly ask yourself: “What can I honestly admire about this person?”, and show people your appreciation, every time, everywhere.
3. **Arouse in the other person an eager want.**To inspire an “eager want” in someone, you need to first think from his perspective and put his needs before your own. Talk about what they want and explicitly explain how your suggestions will accomplish their goals. Try to enjoy the feeling of unselfishly trying to serve others without any recourse to yourself.

5- Six Ways to Make People Like You

1. **Become genuinely interested in other people.**“We are interested in others when they are interested in us”, and we tend to like people if they admire us. Greet others with enthusiasm that shows you are pleased to see and talk to them, genuinely care about them and their interests, and take time and energy to do thoughtful, selfless things that matter to them.
2. **Smile.**  
   Give a real, heart-warming smile that is uplifting and shows you are happy to see the other person. Even when you smile on the phone, your smile will come through in your voice.  Insincere grins, however, have the reverse effect.  If you don’t feel like smiling, you can start by getting yourself in a better mood by acting as you if you were happy – force yourself to smile in private, and manage your thoughts.
3. **A person’s name is to that person the sweetest and most important sound in any language.**  
   People value their names, as it is the one item that they own completely, and sets them apart from others.  Make an effort to remember their names and make them feel important.  This includes pronouncing and spelling it correctly.

6-

1. **Be a good listener.**To be a good conversationalist, you need to be an attentive listener. Take genuine interest in people, ask questions that they will enjoy answering and listen attentively. Encourage people to share about themselves and their achievements; share yours only if they ask.
2. **Talk in terms of the other person’s interests.**  
   Focus on what the other party is interested in, and talk about it first (don’t talk about your own interests unless asked). It is worthwhile to invest time and effort to do prior research on the topics of interest. Talking about what people cares about most opens the way to their heart, and also broadens your horizons.
3. **Make the other person feel important – and do it sincerely.**  
   People want others’ approval, they want to feel important, and they want to be recognized.  “Do unto others as you would have others do unto you” – In order to feel important and appreciated, start by giving others that feeling first.

7- How to Win People to your Way of Thinking

1. **The only way to get the best of an argument is to avoid it**  
   You can never win an argument; even if you “win” it, you still lose because you would have embarrassed someone and lost good will. The only way to get the best of an argument is to avoid it To prevent a disagreement from becoming an argument: • Welcome the disagreement as an opportunity to be corrected • If you feel defensive, don’t trust your first instinct • Control your temper and listen first. • Look for areas of agreement. • Be honest & apologize for mistakes or errors if you made any. • Promise to think over the person’s ideas carefully (& mean it) • Thank the person for his interest and give both sides time to study the issue
2. **Show respect for the other person’s opinions. Never say, “You’re wrong.”**  
   Never tell someone they are wrong, including implying it through your look, gesture or tone. Instead, take the initiative to be open-minded; learn to use phrases like these to stop arguments and inspire open-minded discussions: “I may be wrong, I frequently am. Let’s examine the facts.” If you are ever going to prove something, do it so subtly that no one knows you are doing it, or you will only arouse opposition.
3. **If you are wrong, admit it quickly & emphatically**  
   If you know you will be rebuked anyway, it is much better to take the first step and do it yourself enthusiastically, rather than have someone do it. Not only will this remove guilt and defensiveness, it usually address the problem caused by the mistake & encourage the other person to be open-minded too
4. **Begin with a friendly way**  
   When people are feeling upset, no amount of logic can win them over. As Abraham Lincoln says, “If you would win a man to your cause, first convince him that you are his friend.” Hence, start handling any situation with a kind, friendly and appreciative approach
5. **Get the other person saying “yes, yes” immediately**  
   When someone says “No”, it triggers a series of neuro-muscular responses that puts him on the defensive, while saying “Yes” keeps him open and accepting. Hence, if possible, keep your opponent from saying “No.” Instead, use the Socratic approach - ask a series of questions to which your opponents will reply “yes” to
6. **Let the other person do a great deal of the talking**  
   Allow people to talk themselves out, and share about their businesses and problems. Ask questions and listen sincerely and patiently, with an open mind. Do not interrupt even if you disagree with them.  
   To be liked by our friends, make them feel important by allowing them to excel us and share about their accomplishments (rather than boast about ours)

8-

1. **Let the other person feel that the idea is his or hers**  
   We tend to have more faith in ideas that we discover on our own. Hence, rather than presenting an idea as your brilliant solution, make a suggestion and allow the other person to draw his own conclusion. If possible, even allow the other person to claim credit for the idea, as it will yield better results
2. **Try honestly to see things from the other person’s point of view.**  
   Never condemn someone for being wrong. Instead, assume the other person always as a valid reason for his/ her actions  
   try to put yourself in his shoes and understand why he would do or say what he did. Consider from the other person’s point of you why he would want to hear or adapt to your point of view.
3. **Be sympathetic with the other person’s ideas and desires**  
   To get others to be sympathetic to your points of view, you need to first be sympathetic with theirs. Remember that just because their views are different from yours doesn’t mean they are wrong. A good line to turn hostility into friendliness and good will is this : “I don’t blame you one iota for feeling as you do. If I were you I would undoubtedly feel just as you do.” When we are open to others, we have a better chance of winning them over
4. **Appeal to nobler motives**  
   According to J. Pierpont Morgan, people typically have two reasons for doing anything: their real reason (which only they will know) and a reason that sounds good. Appeal to the latter, and show how your suggestion will fulfil the nobler cause This is built on the assumption that, if you treat people as if they are upright, fair and honest, most of them will act accordingly
5. **Dramatize your ideas**  
   To get attention, you need to make the benefits of your ideas more obvious, interesting and vivid to people. You are presenting the truth, but using drama and showmanship to capture their attention and imagination, and make your ideas more impressive.
6. **Throw down a challenge**  
   People are motivated by opportunities to prove themselves and to win. Stimulate competition or throw a challenge to appeal to people’s desire to be important, to excel and win.

9- Be a Leader: How to Change People Without Giving Offense or Arousing Resentment

1. **Start with praise & honest appreciation**  
   Praising someone sincerely builds their confidence and sets a positive foundation for them to receive feedback on potential areas of improvement. It is like the dentist administering local anesthetics before drilling, to dull the pain.
2. **Call attention to people’s mistakes indirectly**  
   Rather than criticize someone directly, call indirectly to his attention the behavior that you wish him to change. This helps people – especially sensitive ones – to realize their mistake without resentment. If you praise someone before criticizing them, also be conscious to avoid the word “but” and replace it with “and”, e.g. “I’m so proud that you completed the task on time, and it would be even better if…” This makes your praise seem sincere, rather than a manipulative way to criticize.
3. **Talk about your own mistakes first**  
   When you talk about your mistakes before criticizing others, you bring yourself to their level and make yourself more relatable. Regardless of whether you have already corrected your mistakes, it makes it easier for the other person to hear his faults if you start with yours

10-

1. **Ask questions instead of giving direct orders**  
   No one likes to take direct orders. Asking questions help people to feel that they are a part of the decision-making process, improve buy-in and can stimulate creativity.
2. **Let the other person save face**  
   Rather than threatening, belittling or directly finding fault, make an effort to protect the other person’s dignity with kind and understanding words. Assure them of their value and give them the confidence to do better next time.
3. **Praise every improvement and praise the slightest improvement**  
   Praise works better than criticism because people would do almost anything to get appreciation and recognition. When we help people to realize the true potential they possess, they will be inspired to transform for the better.

11-

1. **Give the other person a fine reputation to live up to**  
   When we respect people for their ability, they are more ready to be led. To improve someone, act as if he or she is already outstanding in that particular desired trait or virtue. Give someone a big reputation to live up to, to inspire change in his attitude or behavior
2. **Encourage. Make the fault seem easy to correct**   
   To help people get over the obstacle of change, we should let them know we have faith in their abilities and their chances of success. Praise their good points, minimize their faults, and be generous with our encouragement so they will practice the necessary skills and excel.
3. **Help them see their benefits**  
   To make someone glad to do your suggestion: • Be sincere and focus on the benefits to the other person • Know exactly what you want the other person to do • Focus on what the other person really wants and consider the benefits he will receive from doing what you suggest; then match these benefits to his wants. • When you make your request, clearly convey the benefits to that person.  
   For example, you can offer someone a good title for his work, or offer a substitute immediately after turning down an offer