In my humble opinion the best self-help book ever published along with `Think and Grow Rich' of Napoleon Hill. I must confess that I don't like the title (which I believe sends the wrong idea), but Dale's insights are real, and you just have to put it into practice. While some critics think that it's manipulative, I believe that Dale's insights are nothing more than careful observations of the human mind and behaviour - in other words, the rules of the game. If you pay attention to it, you will understand yours and other people's nature. Applying it will not only help you to be more successful in your life but also how to become a better person. You will see that most of the things that you are suggested to do are simply things you wished others were doing to you. Thus, the book is not about how to coerce others to do things that they don't want. In contrary, it is about principle, balance and respect. Dale instructs you that just with a little bit of consideration, all parts can gain and you could still have your ideas/wishes going through.  
  
What follows are the books' 6 major sections and core points. Keep it close with you because, although simple, they are easy to forget:  
  
\* Fundamental techniques in handling people:  
1) Don't criticize, condemn, or complain  
2) Give honest and sincere appreciation  
3) Arouse in the other person an eager want  
  
\* Why some people are very likeable (or 6 ways to make people like you):  
1) They are genuinely interested in other people  
2) They are often smiling  
3) They remember people's name. For them, this is the sweetest and most important sound in any language  
4) They are great listeners. Often encourage others to talk about themselves  
5) They always talk in the terms of the other person's interest  
6) They make the other person feel important and do it sincerely  
  
\* 12 Ways to convince people to your way of thinking:  
1) Avoid arguments  
2) Show respect for the other person's opinions. Never tell someone that he or she is wrong  
3) If you're wrong, admit it quickly and emphatically  
4) Begin in a friendly way  
5) Start with questions to which the other person will answer yes  
6) Let the other person do the talking  
7) Let the other person feel the idea is his/hers  
8) Try honestly to see things from the other person's point of view  
9) Sympathize with the other person  
10) Appeal to noble motives  
11) Dramatize your ideas  
12) Throw down a challenge; don't talk negatively when a person is absent; talk only about the positive  
  
\* Be a Leader: how to stimulate change in people without giving offense or arousing resentment:  
1) Begin with praise and honest appreciation  
2) Talk about your own mistakes first