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Paperback. Pub Date :2012-12-25 Pages: 272 Language: English Publisher: Simon Schuster Since its initial publication, How to Win Friends and Influence People has sold a total of 15 million copies The book continues to sell briskly today, but, Carnegie never anticipated the ways in which the digital age would provide new tools and challenges for winning friends and influencing people. The advent of social networking sites, the dominance of email, and the ways in which the Internet has supplanted face-to-face interactions have made Carnegies precepts all the more immediate and vital. Brent Cole, working in tandem with Dale Carnegie & Associates, Inc., has reimagined the original book for the digital age, updating and reframing Carnegies insights about communication, self expression, and leadership.

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