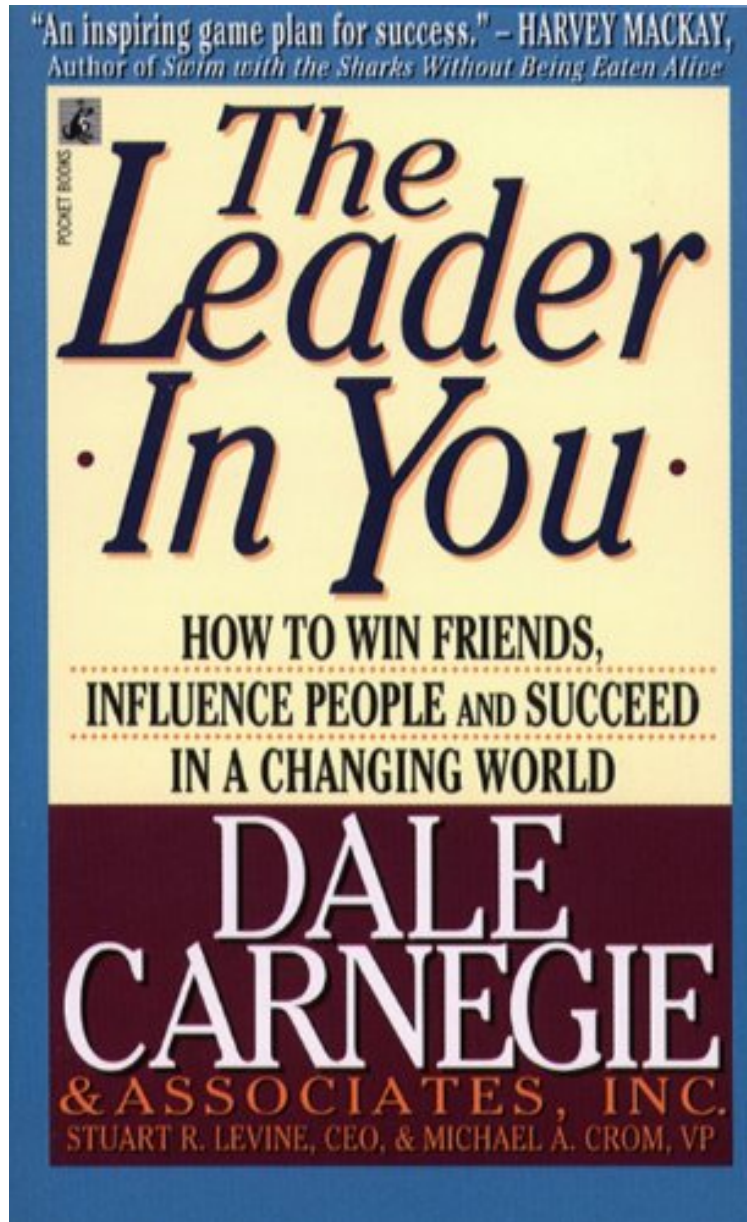


The Leader In You: How to Win Friends, Influence People and Succeed in a Changing World

Dale Carnegie

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Dale Carnegie : The Leader In You: How to Win Friends, Influence People and Succeed in a Changing World before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Leader In You: How to Win Friends, Influence People and Succeed in a Changing World:

0 of 0 people found the following review helpful. Interesting bookBy gordon starkweatherI enjoyed reading this book and I recommendThis book to improve their thinking brainIt was well written and worth reading6 of 6 people found the following review helpful. Back to BasicsBy JungliesThis little book is recommended reading in the company I currently work for and unlike some of the other recommendations, Fish and Moving My Cheese for instance, this has some value.It is, in essence, an updated version of How to Win Friends and Influence People, adapted for the present day and readers who have read the former work will gain little from this except some familiarity with more contemporary case studies.What struck me as I was going over it was how central the basic messages are to most of the useful management books on the market today. Certainly among the more academic books you will find more material which is inherently useful to higher level managers and professionals but in the context of middle and line management, the central tenets hold true. To name just two, good listening skills, and trying to see things from the perspectives of others are golden rules from which none of use should deviate.Indeed, one is almost tempted to say that these are the sort of things that should be taught in schools as components of civics classes except that I am sure many others would agree, schools should concentrate on getting basic skills right before they release students into the world of work.The leader in you is a useful book to read. It is an easy read and one that should not take too long to work through and the simple down to earth homily approach works well with most people.While not the be all and end all of all management books, this slim little volume contains some simple lessons that all managers would do well to digest and apply in all their dealings with other people and I can think of a few who need to rediscover this book right now.0 of 0 people found the following review helpful. Everything you need to know about leadership.By CustomerThis book was well organized and great for anyone in a leadership position. The principles would work in anyone's everyday life and routines. Reading this book was easy and I didn't want to put it down. I've read other books from this author, and love the principles; it's a matter of application.

For nearly a century, the words and works of Dale Carnegie Associates, Inc., have translated into proven success—a claim verified by millions of satisfied graduates; a perpetual 3,000-plus enrollment roster per week; and book sales, including the mega-bestseller *How to Win Friends and Influence People*, totaling over thirty million copies.Now, in *The Leader In You*, coauthors Stuart R. Levine and Michael A. Crom apply the famed organization's time-tested human relations principles to demonstrate how anyone, regardless of his or her job, can harness creativity and enthusiasm to work more productively. With insights from leading figures in the corporate, entertainment, sports, academic, and political arenas—and encompassing interviews and advice from such eminent authorities as Lee Iacocca and Margaret Thatcher—this comprehensive, step-by-step guide includes strategies to help you: identify your leadership strengths; achieve your goals and increase your self-confidence; eliminate an "us vs. them" mentality; become a team player and strengthen cooperation among associates; balance work and leisure; control your worries and energize your life; and much more!The most important investment you will ever make is in yourself—once you discover the key that unlocks *The Leader In You*.

.com Despite the wealth of technical advances in the 1990s workplace, managing, motivating, and communicating remains a challenge. *The Leader in You* adapts the simple, time-tested management theories of Dale Carnegie to this high-tech environment with refreshing results. Read in an engaging but direct tone, the tape's pace is varied with excerpts from recent management studies and anecdotes from contemporary business leaders. It's a sound introduction to leadership skills for anyone working in the public, private, or nonprofit sector. (Running time: 1.5 hours, one cassette) --Sharon GrigginsFrom Publishers WeeklyEssentially an updating of Dale Carnegie's enormously successful books of the 1930s and '40s (*How to Win Friends and Influence People* has thus far sold 30 million copies), this book adds little new material. The major difference is that this effort is more unabashedly focused on influencing people in order to make money, which is logical since the book is aimed at business people. Carnegie's rules are reiterated: be euphoric if you can and, if you can't, at least don't be negative; respect others and try to make them feel praiseworthy and deserving of recognition; listening is just as important as talking, perhaps more so. Business people are advised that they can be leaders if they realize that the pyramidal structure of the corporation is being replaced by teamwork; and if they set goals and keep them constantly in mind, business people have a good chance of realizing their objectives. Thus, while Levine, CEO of Dale Carnegie, and Crom, a vice-president of the firm, offer little that's original, one senses that sales will be excellent. Copyright 1993 Reed Business Information, Inc. Harvey MacKay author of *Swim with the Sharks Without Being Eaten Alive* This book holds the key to unlocking the leader within each of us. No matter what professional and personal hats you wear, *The Leader In You* shows you how to turn ideas into actions. An excellent and inspiring game plan for success in a turbo-charged world. Hats off to Levine, Crom, and Dale Carnegie Associates, Inc. --