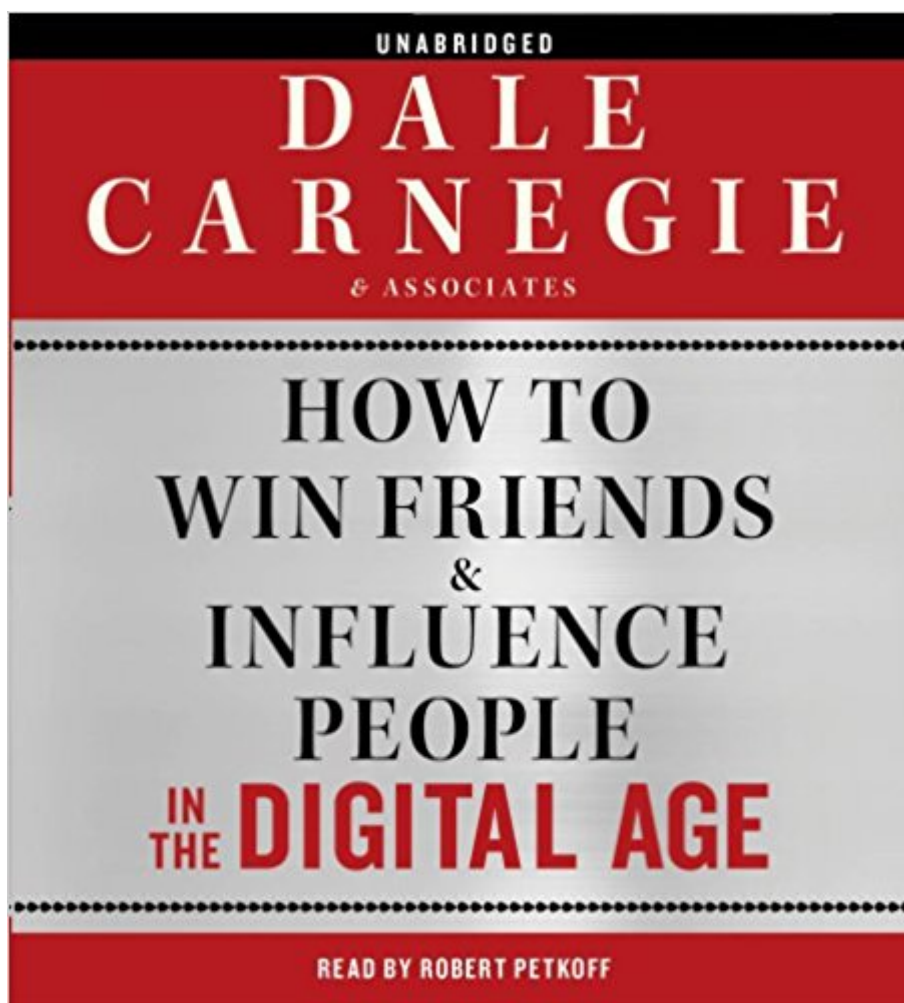


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How To Win Friends And Influence People In The Digital Age



Synopsis

Celebrating the seventy-fifth anniversary of the original landmark bestseller *How to Win Friends and Influence People*, comes an up-to-the-minute adaptation of Carnegie's timeless prescriptions for the digital age. Dale Carnegie's principles have endured for nearly a century. Since its original publication in 1936, his timeless classic *How to Win Friends and Influence People* has gone on to sell 15 million copies. Now, introducing new listeners to Carnegie's words of wisdom, comes *How to Win Friends and Influence People in the Digital Age*, a new guide for a new era. Dale Carnegie could never have predicted the trajectory that new media would take, and the ways that the simple television screen would be adapted into computers and handheld communication devices. He didn't know the term "social media" and Facebook was something not even dreamed of in Buck Rogers cartoons. And yet his lessons remain relevant for everyone who communicates online today. In fact, with problems such as cyber bullying and email etiquette, we need Carnegie's help more than ever. Dale Carnegie and Associates, Inc. has re-imagined Carnegie's lasting lessons for this difficult digital age, reframing Carnegie's insights about communication, self-expression, and leadership. This book is a must-have guide for anyone who wants to find success on Facebook, Linked-In, Twitter, and any social media format today and in the future.

Book Information

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Customer Reviews

Dale Carnegie passed away in 1955 but his voice lives on. Since the 1936 publication of his first book, *How to Win Friends and Influence People*, he has touched millions of readers.

Let me first say I have a master's degree (working on my doctorate) and work in the in the complex legal market. I also read and/or listen the original "How to Win Friends and Influence People" at least once every couple years and firmly believe in it. It is good, solid advice. I believe the concept of this book was a great idea. That is where my praise stops. This version on the "Digital Age" however is AWFUL. There are soooooo many metaphors, analogies, and overly forced advanced English word choices that this book is unreadable. You literally have to "digest" every paragraph on the meaning of the language alone. It made this a painful read. I wonder if the authors were sitting around trying to make themselves sound smart or see how complex they can make this book. If Dale Carnegie were around today, he would be scratching his head in disgust. After all the original concept of this book was for the reader to function in any scenario, not to insult his/her intelligence. The original book was written for the common person which is why the it was such a success. Take my advice skip this version and read the original instead.

I had to read this for class. I was not looking forward to it, but frankly I loved it. It is a great book, if not a bit of common sense. But it does give you a new way of thinking on some issues. Worth a read for anyone, whether a business professional or not.

If you are looking to expand your marketing and overall business knowledge this book is fantastic. You will not only discover what some have implemented in their campaigns, but receive some great advice about business principles which will impact your life inside and outside of this field. The way this book is written is very accessible. You can be a career marketer or just a curious entrepreneur and still finish this book with some new, knowledgeable ideas.

I found this book to be resoundingly thoughtful in the way it presented modern examples to Carnegie's principles. I think the language can be a bit poetic at times, but overall I didn't have any issues understanding it. I think they were trying to keep it elegant, in the same manner as Carnegie. There are a lot of negative reviews that have somehow been voted to the top. I am not sure I have ever seen this happen where an item has 4.5 stars but not a single 4 or 5 star review made it in the top reviews. Very interesting indeed!

My Mother prompted me to read this as a teenager. It doesn't have a cutesy, catchy title, but the book itself is fun to read and very interesting. Not only is the book an enjoyable read, but the advice

given has helped me a great deal. In fact, I can honestly say that following Mr. Carnegie's advice in this book, has changed my life for the better. There is a reason this book has sold in the millions. I am very grateful to Mother and Mr. Carnegie.

I read this book as part of a professional leadership development program but the lessons within will translate to all corners of my life. Although many of the concepts might seem trite and obvious, they can often be taken for granted over the course of daily activities. Considering the topics in this book from an objective and easy to read format encourages me to consider my professional and personal relationships in a thoughtful manner that will definitely improve my personal success and outlook on life.

I am very impressed with this book's message. Our Boy Scout troop requires the Scouts to read this to complete Communications merit badge. I truly feel that all teenagers should read this book.

This book is more managerial than personal, and is really aiming to teach leaders how to become effective leaders. Who else would want to influence people but leaders or people who want to anyway? The book's structure is good. It starts off with how to engage with a person. And essentially, it starts with the self. The first point of contact. And then ends with how to lead change. It's a great transition, and the table of contents is a lesson in itself. And yes, I do agree with most of the points. The supporting evidence used here is anecdotal, and not based on scientific studies, which I would have preferred to be included. Still the anecdotes give insight and great examples as well as interesting points of view. The attempt to give a digital perspective sounds more like an aside, and really, the book is still "How to Win Friends and Influence Others" with just a few notes on how to apply it in the digital age. For people looking to have more in depth analysis of digital application, this is probably not for you. However, for people looking to read up on leadership, this book can help and can supplement your knowledge. Overall, I think this is a good introductory book to read for people looking to become agents of change in their world.

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