CONTENTS

Preface to revised edition xi
How this book was written – and why xiii
Nine suggestions on how to get the most out of this book xx

PART ONE: FUNDAMENTAL TECHNIQUES IN HANDLING PEOPLE

1 'If You Want to Gather Honey, Don't Kick Over the Beehive' 3
2 The Big Secret of Dealing with People 18
3 'He Who Can Do This Has the Whole World with Him. He Who Cannot Walks a Lonely Way' 32

PART TWO: SIX WAYS TO MAKE PEOPLE LIKE YOU

1 Do This and You'll Be Welcome Anywhere 55
2 A Simple Way to Make a Good First Impression 69
3 If You Don't Do This, You Are Headed for Trouble 78
4 An Easy Way to Become a Good Conversationalist 88
5 How to Interest People 98
6 How to Make People Like You Instantly 103

PART THREE: HOW TO WIN PEOPLE TO YOUR WAY OF THINKING

1 You Can't Win an Argument 119
2 A Sure Way of Making Enemies – and How to Avoid It 127
3 If You're Wrong, Admit It 140
4 A Drop of Honey 149
5 The Secret of Socrates 158
6 The Safety Valve in Handling Complaints 164
7 How to Get Cooperation 169
8 A Formula That Will Work Wonders for You 175
9 What Everybody Wants 181
10 An Appeal That Everybody Likes 190
11 The Movies Do It. TV Does It. Why Don't You Do It? 196
12 When Nothing Else Works, Try This 201

PART FOUR: BE A LEADER: HOW TO CHANGE PEOPLE WITHOUT GIVING OFFENCE OR AROUSING RESENTMENT

1 If You Must Find Fault, This Is the Way to Begin 209
2 How to Criticise – and Not Be Hated for It 216
3 Talk About Your Own Mistakes First 220
4 No One Likes to Take Orders 225
5 Let the Other Person Save Face 228
6 How to Spur People On to Success 232
7 Give a Dog a Good Name 238
8 Make the Fault Seem Easy to Correct 243
9 Making People Glad to Do What You Want 248

A Shortcut to Distinction 256
Notes 269