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Uno de los primeros best sellers de autoayuda, fue publicado por primera vez en 1936 y lleva vendidas 15 millones de copias a nivel mundial.

Dale Carnegie escribió este libro con el propósito de ser un suplemento a su curso sobre oratoria y relaciones humanas y nunca se imaginó que se convertiría en un éxito de ventas y que la gente lo leería, lo criticaría y viviría según sus reglas. Carnegie entrevistó a muchas personas de renombre para tomar ejemplos de sus vidas. Entre ellas están Edison, Franklin D. Roosevelt y James Farley.

**Algunos puntos importantes del contenido son:**

**Primera parte:** Técnicas fundamentales para tratar con el prójimo. Si quieres recoger miel, no des puntapiés a la colmena. El gran secreto para tratar con la gente.

**Segunda parte:** Seis maneras de agradar a los demás. Haga esto y será bienvenido en todas partes. Una manera de causar una buena impresión. Una manera fácil de convertirse en un buen conversador. Cómo interesar a la gente.

**Tercera parte:** Logre que los demás piensen como usted. No es posible ganar una discusión. Un medio seguro de conquistar enemigos. Si se equivoca usted, admítalo. El secreto de Sócrates. Cómo obtener cooperación. Un llamado que gusta a todos.

**Cuarta parte:** Sea un líder. Cómo criticar y no ser odiado por ello. Hable primero de sus propios errores. A nadie le gusta recibir órdenes. Permita que la otra persona salve su prestigio. Procure que la otra persona se sienta satisfecha con lo que usted quiere.

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