

PSP Preparation Essentials Book Report  
How to Win Friends and Influence People by Dale Carnegie  
Trinity McCall-Peaks

How to Win Friends and Influence People, written by Dale Carnegie, educates its reader on how to effectively communicate with others in a way that will result in being perceived as interesting, likable, and overall will enhance their relationships. In this sales book, Carnegie teaches readers this strategy in communicating with four parts and thirty principles in total.

In Part 1, Carnegie outlines the fundamentals of communicating with others through the following principles: Principle 1: Don't criticize, condemn, or complain, Principle 2: Give honest and sincere appreciation, and Principle 3: Arouse in the other person an eager want. People are often deterred by people who are seldomly positive and only criticize and condemn others, which is why it is important to avoid doing this or adjust your word choice and tone when being critical of others. It is also important to make others feel understood and appreciated. When you are genuinely interested in others, it is more likely that a person will find you to be likable and will be more susceptible to engage in whatever message you are trying to convey to them. These are the basic principle in communicating with others.

In Part 2, Carnegie outlines how to make others like you, further than the fundamentals discussed in part 1. He does so through six principles. While most of the principles in this part are a continuation of the first three principles, Principle 2: Smile and Principle 3: Remember that a person's name is to that person the sweetest and most important sound in any language, cover new information. Because first impressions are pivotal in how a person will perceive you, smiling will make you seem more friendly and welcoming, thus encouraging people to want to speak with you, however, if your smile is fake, it will feel insincere. In this case, it is better to offer a nice greeting or acknowledgment. Remembering someone's name or other important information about them is an easy and effective way to make a person feel appreciated.

In Part 3, the focus is shifted on how to proceed after gaining basic trust or likeability and how to use this foundation to shift people into your way of thinking. Carnegie outlines this in twelve principles. When you are trying to persuade a person into following your way of thinking, Carnegie explains that you should try to align as best as possible to the other person's thoughts. It should appeal to their desires and motives, be sympathetic, and ultimately sound compelling from their point of view.

In the final part, Part 4, Carnegie further explains how to change people's thinking to align with your own, focusing on how to avoid the negative effects. The nine principles in this part teach the reader preventative strategies. In this part, Carnegie teaches how to avoid conflict and arguments, while still welcoming disagreements and conclusively come to an agreement in the end.

My final thoughts on 'How to Win Friends and Influence People' are that it is an informative book. Although I did appreciate the information that was given in this book, I felt as though most of it was common sense. However, knowing how I should communicate with others to be perceived as interesting and likable, I find myself not exhibiting these actions in my day-to-day conversations. This book was a nice reminder that I know what to do, I just need to execute accordingly. Ultimately, I enjoyed reading 'How to Win Friends and Influence People and I believe this book should be read by others, especially those who have trouble with engaging in conversation with others. It was an informative read and any reader will gain a great deal of information.