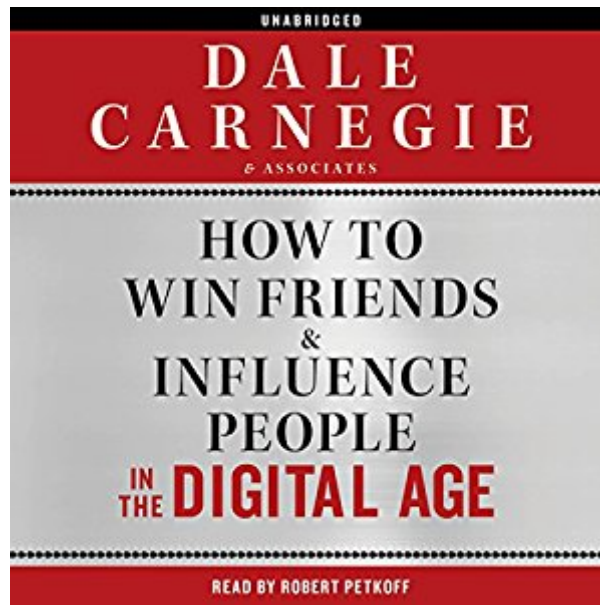


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# How To Win Friends And Influence People In The Digital Age



## Synopsis

Celebrating the 75 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

Audible Audio Edition

Listening Length: 7 hours and 6 minutes

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## Customer Reviews

Do you like awful jargon? Bad writing? Meaningless "improvements"? Do you really want to buy a book with gobbledygook sentences like "Today's biggest enemy of lasting influence is the sector of

both personal and corporate musing that concerns itself with the art of creating impressions without consulting the science of need ascertainment"? Frankly, this unfortunate "revision and updating" of the Carnegie book is a big step backward---a step you can avoid making by buying the original book, which is actually very readable. Whereas this "new" version is so full of mind-numbing jargon you'll want to pull your hair out. Conclusion: Either this book is a transparent ploy to make money, regardless of the quality of the work, or the book's owners employed the wrong people to "revise and update" it. Not sure which it is. But the effort did go awry.

I have the original *How To Win Friends And Influence People* in paperback and on my Kindle. Seems to be a pretty solid book that makes many valid points. When I found this new version of the book, I thought to myself "This book probly shows how to apply these same techniques in emails, facebook, etc.". I'm about 1/4 through the book, and it's almost nauseating. I hoped that the bad reviews on this book were just misunderstandings or people being mean, but they aren't. The writing in this book is absolutely terrible. In the original book, an idea is presented, and then several stories are told in order to demonstrate that point. This book doesn't do that. In fact, it makes no sense at all. It just goes on and on and on, page after page of babble. My recommendation is this: Stick with the original book and learn to apply those techniques to the digital world on your own.

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.

Do not buy this book. It borders on false advertising. I very much admire Dale Carnegie's original book, and looked forward to new ideas of incorporating social media. Very little. Most examples are

still vignettes prior to social media (eg, Calvin Coolidge, Teddy Roosevelt, etc.). Stick with the original, until they provide a book outlining old principles with new examples

If you like gibberish like this: "Today's biggest enemy of lasting influence is the sector of both personal and corporate musing that concerns itself with the art of creating impressions without consulting the science of need ascertainment." Then by all means, buy this book. Else, buy an older edition, written in English.

I bought these CDs thinking that they were an audio edition of the book *How to Win Friends and Influence People*, unfortunately it is not. The current owners of the Dale Carnegie brand have capitalised on his name and highly successful book to produce a CD that is at best superficial and lacking in substance. Chapter after chapter of waffle and superficialities. The back of the case explains that the CDs are aimed to :- find nuance and value in online mediums- build and capitalise on a solid network- project your message widely and clearly- convey mastery of the Web 2.0- optimise the power of digital tools. I played the CDs in my car and quickly skipped forward hoping to find a chapter that contained any real substance, unfortunately I did not find one. When I got home I took great pleasure in filing the CDs under G.

i bought this by mistake thinking it was the original. I believe the research behind this book was poor, basing arguments on examples taken from the plots of movies is not what would normally be considered a sound evidence base. I stopped reading after the first chapter and will buy the original version.

I didn't especially like this book. The original was much, much better. It needs more stuff about social media, I think.

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