

How to Win Friends & Influence People:

Pt III: *How To Win People To Your Way Of Thinking*



Principle	Concept of Principle	When & how have you seen this
The only way to get the best of an argument is to avoid it		
Show respect for the other person's opinions. Never say, "You're wrong"		
If you are wrong, admit it quickly and emphatically		
Begin in a friendly way		
Let the other person do a great deal of the talking		
Let the other person feel that the idea is his or hers		
Try honestly to see things from the other person's point of view		
Be sympathetic with the other person's ideas & desires		
Appeal to the nobler motives		
Dramatize your ideas		
Thrown down a challenge		