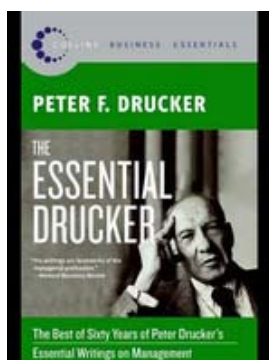


НОВИ КНИГИ В „БИБЛИОТЕКА НА ПРЕДПРИЕМАЧА”



The Essential Drucker:

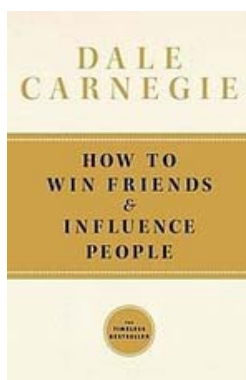
The Best of Sixty Years of Peter Drucker's Essential Writings on Management

Peter F. Drucker

Harper Business, 2008

Father of modern management, social commentator, and preeminent business philosopher, Peter F. Drucker analyzed economics and society for more than sixty years. Now for readers everywhere who are concerned with the ways that management practices and principles affect the performance of organizations, individuals, and society, there is The Essential Drucker—an invaluable compilation of essential materials from the works of a management legend. Containing twenty-six core selections, The Essential Drucker covers the basic principles and concerns of management and its problems, challenges, and opportunities, giving managers, executives, and professionals the tools to perform the tasks that the economy and society of tomorrow will demand of them.

<http://library.ime.bg/the-essential-drucker/>



How to Win Friends and Influence People

Dale Carnegie

Simon & Schuster, 2009

This grandfather of all people-skills books was first published in 1937. It was an overnight hit, eventually selling 15 million copies.

How to Win Friends and Influence People is just as useful today as it was when it was first published, because Dale Carnegie had an understanding of human nature that will never be outdated. Financial success, Carnegie believed, is due 15 percent to professional knowledge and 85 percent to "the ability to express ideas, to assume leadership, and to arouse enthusiasm among people."

He teaches these skills through underlying principles of dealing with people so that they feel important and appreciated. He also emphasizes fundamental techniques for handling people without making them feel manipulated.

Carnegie says you can make someone want to do what you want them to by seeing the situation from the other person's point of view and "arousing in the other person an eager want."

You learn how to make people like you, win people over to your way of thinking, and change people without causing offense or arousing resentment. For instance, "let the other person feel that the idea is his or hers," and "talk about your own mistakes before criticizing the other person." Carnegie illustrates his points with anecdotes of historical figures, leaders of the business world, and everyday folks. --Joan Price --

<http://library.ime.bg/how-to-win-friends-and-influence-people/>