



# READ MATTHEWS

TRAINING IN MANAGEMENT & COMMUNICATION SKILLS

## In form

In Form no. 15

### Three 'classics' for your bookshelf

Many participants on our Inter-Personal Skills courses ask us what they can read to learn more about this fascinating topic. We'd like to recommend three 'classics' that we have found particularly useful and interesting.

**Book Recommendation 1:**  
***How to Win Friends and Influence People***  
**by Dale Carnegie**

First published in 1937 and still going strong, this is the granddaddy of all people skills books. To date more than 15 million copies have been sold. Dale Carnegie's advice on handling people is still as relevant today as when it was first written. Carnegie believes that only 15% of business success can be attributed to professional knowledge, with the remaining 85% coming from "skill in human engineering – to personality and the ability to lead people." Carnegie gives highly practical and down-to-earth advice on how to make people like you, how to win people to your way of thinking and how to change people without giving offence or arousing resentment.

This is a great starting point for your reading. It's a deceptively simple book that you can read quickly, but that you will find yourself returning to time and time again.

**Book Recommendation 2:**  
***The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change***  
**by Stephen Covey**

After *How to Win Friends and Influence People* this is probably the second most famous people skills book, with more than 10 million copies sold. Stephen Covey is an internationally respected authority on leadership who believes that true success requires a balance of personal and professional effectiveness. *The 7 Habits of Highly Effective People* is a manual for performing better in both areas. Covey shows how personal and professional problems can be solved with fairness, integrity, honesty and human dignity all intact.

Although Covey's concepts can seem overly complicated at times, you'll find that they are worth the effort it takes to understand them fully. If you're not familiar with this book, you should definitely get hold of a copy.

**Book Recommendation 3:**  
***Influence: The Psychology of Persuasion***  
**by Robert B. Cialdini**

Our final recommendation is different from the previous two. *Influence* is not about how to improve your people skills, but is a book on the science of influence and persuasion. Cialdini explains the psychology of why people say 'yes' and how we can apply this knowledge. The book teaches the six universal principles of persuasion – both how to use them and how to protect yourself against them.

Cialdini's book is particularly relevant for marketing professionals, but it is also of great interest to anyone

who wants to sharpen their skills of persuasion. On top of all this it is a highly entertaining read that you will find difficult to put down. Don't miss this one!

So there you go: Three books to deepen your knowledge of inter-personal skills. The Carnegie and Covey books are available in both English and Spanish, while Cialdini's book is only available in English.

If you have some other book recommendations that you would like to pass on, just drop us a line and we will be delighted to include your tips in a future edition of In Form. Happy Reading!

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