

in maintaining trust in customer relationships.

Finally jewellers should focus on all the factors which motivate a customer to buy branded jewellery over unbranded jewellery.

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Book Review**How to Win Friends & Influence, People: The Only Book You Need to Lead You to Success by Dale Carnegie, New Delhi: Finger Print Classics, 2021(Reprint), Pages 278, Paperback US\$ 5.99**

Recently, my student gifted me the book, *How to win friends and influence people* by Dale Carnegie. With curiosity, I started reading it, and when I completed reading, I found that it is a must-read book in the present age, where people forget to communicate in person due to text messages and social media communication. This book proved wrong the saying of Dale Carnegie himself that ‘ it was easier to make a million dollars than to put a phrase into the English language’ as ‘ How to Win Friends and Influence People became such a phrase: quoted, paraphrased, parodied; used in innumerable contexts, from political cartoons to novels. The book focuses on human relations and guides us to look into consciousness and a means of understanding both ourselves and those around us. We will experience some change in our thinking after reading this book and become more conscious of our interpersonal abilities as we work with people.

The book holds good for communication on both a personal and professional level. Sensible and fascinating suggestions in the book lead us to foster successful relationships in our personal and professional lives. The author says that he collected the material for his book through personal interviews with successful people. The list includes some of the world-famous—inventors like Marconi and Edison; political leaders like Franklin D. Roosevelt and James Farley; business leaders like Owen D. Young; movie stars like Clark Gable and Mary Pickford; and explorers like Martin Johnson—and tried to discover the techniques they used in human relations. The book took its birth after fifteen years of experiment and research work of the author.

The book explains 30 principles in four parts. Part one explains the Fundamental Techniques for Handling People with the help of three rules. In part two, the author applies six principles to describe Six Ways to Make People Like You. Part three says about How to Win People to Your Way of Thinking. In this part, the author discusses 12 principles. Be a Leader: How to Change People Without Giving Offense or Arousing Resentment constitutes part four. Here the author discusses nine principles. Simplicity and clarity of ideas are the main features of Carnegie’s writings. Overall the book teaches us the best strategies to use in having a great relationship with people surrounding us, think about our self-centered nature, and improve the quality of our interactions with people.

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