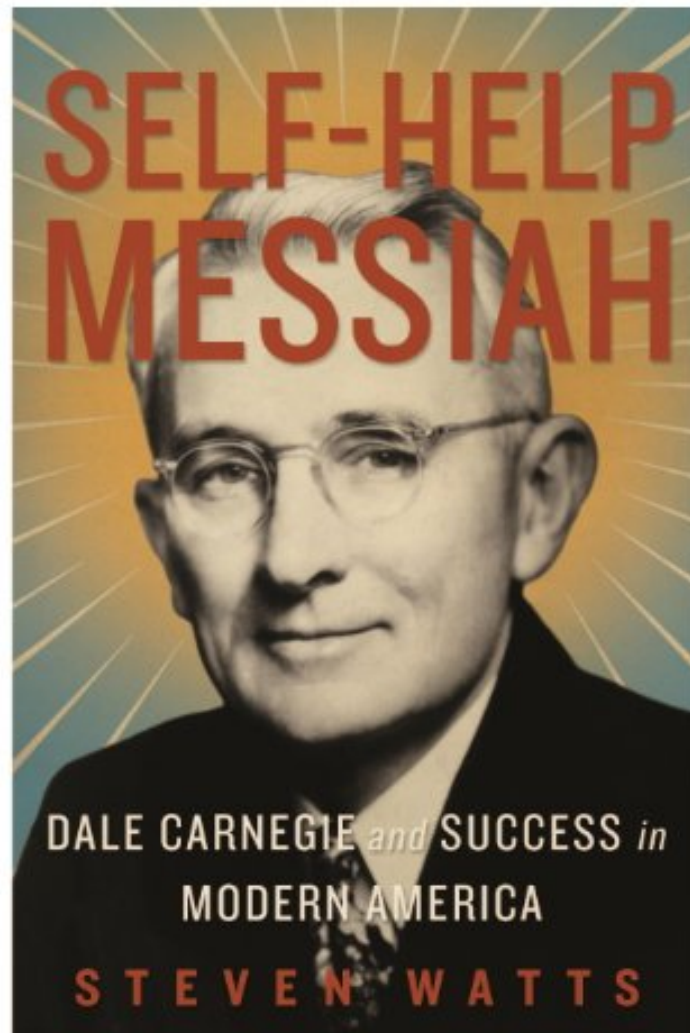


## Self-help Messiah: Dale Carnegie and Success in Modern America

Steven Watts

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**Steven Watts : Self-help Messiah: Dale Carnegie and Success in Modern America** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Self-help Messiah: Dale Carnegie and Success in Modern America:

0 of 0 people found the following review helpful. This Book Mentions A Lot Of Details About Dale Carnegie's Life. By William As far as some parts of Dale Carnegie's life are concerned, this book goes into more details than Giles Kemp's book on Dale Carnegie. Some of the things mentioned in this book include the following: Dale's decision to marry his first wife may have been impulsive since he met his first wife only a few months before getting married and

knew very little about her personality at the time he married her. She was born Lolita Baucaire in 1886 in Ulm, Germany. In 1909, she married Charles Harris, a prosperous dentist. Charles was born in 1860, thus making him 26 years older than her. She spoke four languages fluently. However, Lolita and Charles were divorced in 1920. Dale Carnegie had a way of significantly reducing people's fears. In one instance, the book mentioned about a man worrying about a foreign accent he had and Dale complimented him by saying that the foreign accent made him unique. As a result, the man overcame his fears and delivered a great speech. The book mentioned that Dale Carnegie was involved in a relationship with Frieda Offenbach and that Dale believed that he was the biological father of the child, Linda Dale Offenbach. He supported the child both emotionally and financially. Dale had an enthusiasm for people and an enthusiasm for life which inspired many people. In person, off the stage, he was a down to earth person which reminded people of a favorite uncle. It is unfortunate that he was sick in the 1950's decade and died in 1955 as a result. He has been missed by a lot of people since he passed away in 1955. 2 of 2 people found the following review helpful. 5 stars for making a human of Carnegie. By Robert Kirk I have read hundreds of self help books and I knew that Carnegie was a "founding father" of this movement but I never knew the man until now. One word, WOW ! His life, although not the most interesting, shows how we as average people can really rise above and make a difference. His life also shows how no one is close to perfect and some of the details of his private affairs are just plain incredible and strange. The impact of his work people the last 50 years is truly amazing though and to have that influence and still be generally an average person, it's really a good story. This is a long book to tell the tale but it's worth pounding away and getting to know a very impactful person. 1 of 1 people found the following review helpful. A must read ! By Bekdn Wonderful book. It captures in detail the evolution of Dale Carnegie from a Missouri farm boy to the most influential self help legend in American history. Details of his private life and analysis of the major principles in his famous books and public speaking teachings are discussed. This is a must read for anyone who is interested in self-help materials and especially benefited from reading a book by Dale Carnegie.

An illuminating biography of the man who taught Americans "how to win friends and influence people"; Before Stephen Covey, Oprah Winfrey, and Malcolm Gladwell there was Dale Carnegie. His book, *How to Win Friends and Influence People*, became a best seller worldwide, and *Life* magazine named him one of "the most important Americans of the twentieth century." This is the first full-scale biography of this influential figure. Dale Carnegie was born in rural Missouri, his father a poor farmer, his mother a successful preacher. To make ends meet he tried his hand at various sales jobs, and his failure to convince his customers to buy what he had to offer eventually became the fuel behind his future glory. Carnegie quickly figured out that something was amiss in American education and in the ways businesspeople related to each other. What he discovered was as simple as it was profound: Understanding people's needs and desires is paramount in any successful enterprise. Carnegie conceived his book to help people learn to relate to one another and enrich their lives through effective communication. His success was extraordinary, so hungry was 1920s America for a little psychological insight that was easy to apply to everyday affairs. Self-help Messiah tells the story of Carnegie's personal journey and how it gave rise to the movement of self-help and personal reinvention.

From Publishers Weekly Starred . The man whose bestselling *How to Win Friends and Influence People* defined 20th-century American normalcy was a deeply subversive figure, according to this penetrating biography. Historian Watts (*The People's Tycoon: Henry Ford and the American Century*) follows Carnegie as he abandons his family's rural poverty and rock-ribbed Protestantism to become a salesman, actor, theater impresario, Lost Generation novelist, and educator who developed his public-speaking courses into a prescription for psychological renovation and a template for later self-help therapies. Along the way, the author argues, Carnegie embodied and promoted a revolutionary shift from a Victorian code of stern morality, hard work, and self-denial to a modern ethos that locates success in a pleasing personality, a canny stroking of other people's egos, and the pursuit of self-actualization—with implications both liberating and sinister. (A new biography of mass murderer Charles Manson notes his use of manipulative ploys gleaned from a Dale Carnegie course.) Watts situates Carnegie's story in a rich account of the dawning age of consumerism, mass entertainment, and a new business culture centered on salesmanship and smoothly meshing corporate bureaucracy, rather than rugged individualism. Watts's lucid prose and shrewd analysis gives us an absorbing portrait of Carnegie and the America he both reflected and shaped. Photos. (Nov.) From Bookforum As Steven Watts suggests in his new biography, *Self-Help Messiah: Dale Carnegie and Success in Modern America*, the conventional wisdom business guru presaged many of the bedrock concepts of the information economy. —Ann Friedman "Watts situates Carnegie's story in a rich account of the dawning age of consumerism, mass entertainment, and a new business culture centered on salesmanship and smoothly meshing corporate bureaucracy rather than rugged individualism. Watts's lucid prose and shrewd analysis gives us an absorbing portrait of Carnegie and the America he both reflected and shaped." --Publishers Weekly (boxed and starred review) "Henry Ford, Walt Disney, Hugh Hefner, and now Dale Carnegie. Steven Watts is the Plutarch of American modernity." --Robert Westbrook, USA Today bestselling author "Self-Help Messiah is carefully researched and vigorously written, a pleasure to read and ponder.

Don't miss it!" --Jackson Lears, author of *Rebirth of a Nation: The Making of Modern America, 1877-1920* "Steven Watts' *Self-Help Messiah* is a fantastic page-turner about the complicated pop guru of the American positive thinking movement. Dale Carnegie was a master marketeer and commonsense philosopher. This first-rate biography does the legend justice. Highly recommended." --Douglas Brinkley, *New York Times* bestselling author