

Carnegie: Teacher's Notes

Introduction: self –help books

Introduce the topic of self-help books by referring to the most recently successful books of this type. Show the picture of Andrew Carnegie and introduce *How to Win Friends and Influence People*. Ask students if they know anything about this book or have read it.

Hand out the text giving students about 10 minutes to read it. Encourage students to help each other with any difficult vocabulary or parts which they do not understand. Let them use dictionaries if they wish.

Only offer help after the students have made a serious attempt to understand on their own.

Discussion

Elicit any knowledge of the Wall Street Crash or the Great Depression. If appropriate, make reference to similar events or periods in the students' experience.

Ask the students what they think about Carnegie's advice. Is it good sales practice?

Exercises

Vocabulary: 1 arouse, 2 bacon, 3 complain, 4 criticize, 5 ranchers, 6 territory 7 triggered, 8 genuinely, 9 par 10 lavish

Comprehension: 1 T 2 F 3 F 4 F 5 T 6 F 7 F 8 F 9 T 10 F

Carnegie's advice: 1 should, 2 shouldn't 3 should 4 should 5 shouldn't 6 shouldn't 7 shouldn't 8 shouldn't 9 should 10 should

Roleplay

Allow the students to try the roleplay in pairs. Select pairs of students to perform the roleplay in front of the class. Ask the students watching to note examples of Carnegie's sales techniques being used.