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## How to Win Friends and Influence People in the Digital Age

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Dale Carnegie's *How to Win Friends and Influence People* was first published in 1936. Commemorating the 100th year, Dale Carnegie and Associates has released its updated version "How to Win Friends and Influence People in the Digital Age" that adapts the 1930s precepts to the modern age of social media and the internet. The book captures the fast-changing dynamic aspects of inter-personal relationships in an era of social networking, high technology, globalisation and cross-border labor and skills migration. It offers advice on how bloggers should interact with their readers and how celebrities need to be cautious and avoid mishandling their public wrongdoings.

*How to Win Friends and Influence People in the Digital Age*  
Brent Cole Simon & Schuster Rs599