



**HOW  
TO  
WIN  
FRIENDS  
AND  
INFLUENCE  
PEOPLE**

**DALE CARNEGIE**

**“How to Win Friends  
&  
Influence People”**

**By Kyle Johnson**

ePub 3.0 Book Design Guide



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## Creative Brief

For my ePub I have chosen a famous book that was written over a hundred ago and is still popular among readers today. The book is, “How to Win Friends and Influence People”.

The steps to upgrading this book will go as follows:

I first begin my enhancement by updating the cover art for the book and give it a nice solid feel. The older cover had a lot of borders and lines with ugly font. The new cover will have a solid font with a nice solid color to it.

I will then update the metadata to the book with book info, like title, author, ISBN, and edition. I will put in a section about the author and the other book that he has written.

After much thought, I’ve decided that some of the features I would like to add are nice solid quotes in between pages. This author has great quotes that are very popular in the world today. Not only that, but I would like to put up a picture of Teddy Roosevelt (Dale Carnegie is a big fan of Teddy’s and thought it would be fun to a picture to the face).

I will update the glossary of the steps that Dale writes in his book. He suggest that one of the steps is to memorized people’s names, so I will be putting an interactive remember that name feature in the book.

## Targeted Audience

Those who tend to read this book are those who are looking to improve themselves in the social world.

My targeted audience is going to range from young adult to the middle age generation. The older generation might look into this book, but I feel they are more set in their ways and don’t have a major need of learning these skill sets.

With that being said, I will be targeted a more professional look to the book to keep the readers confident in the work that Dale has written. I will also be keep the art work to the book to a solid base color that isn’t flashy, but simple and straight forward. Dale’s writing is all about being simple and keeping to the basics. I find that the art work should go along with his sayings.

Lastly, the audience maybe new to the terms that Dale uses, so I will work on the glossary to help the audience understand the language that Dale Carnegie is brining to the table.

## ePub Metadata

Book Title: How to Win Friends and Influence People  
Author: Dale Carnegie  
Publisher: Vermilion in 2006  
Language: English  
ISBN: 9780091906818  
Epub ISBN: 9781409005216  
Version: 1.0

### Also by Dale Carnegie:

How to Develop Self-confidence and Influence People by Public Speaking  
How to Enjoy Your Life and Your Job  
How to Stop Worrying and Start Living  
The Quick and Easy Way to Effective Speaking

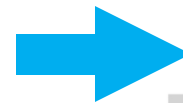
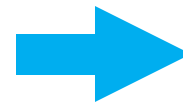
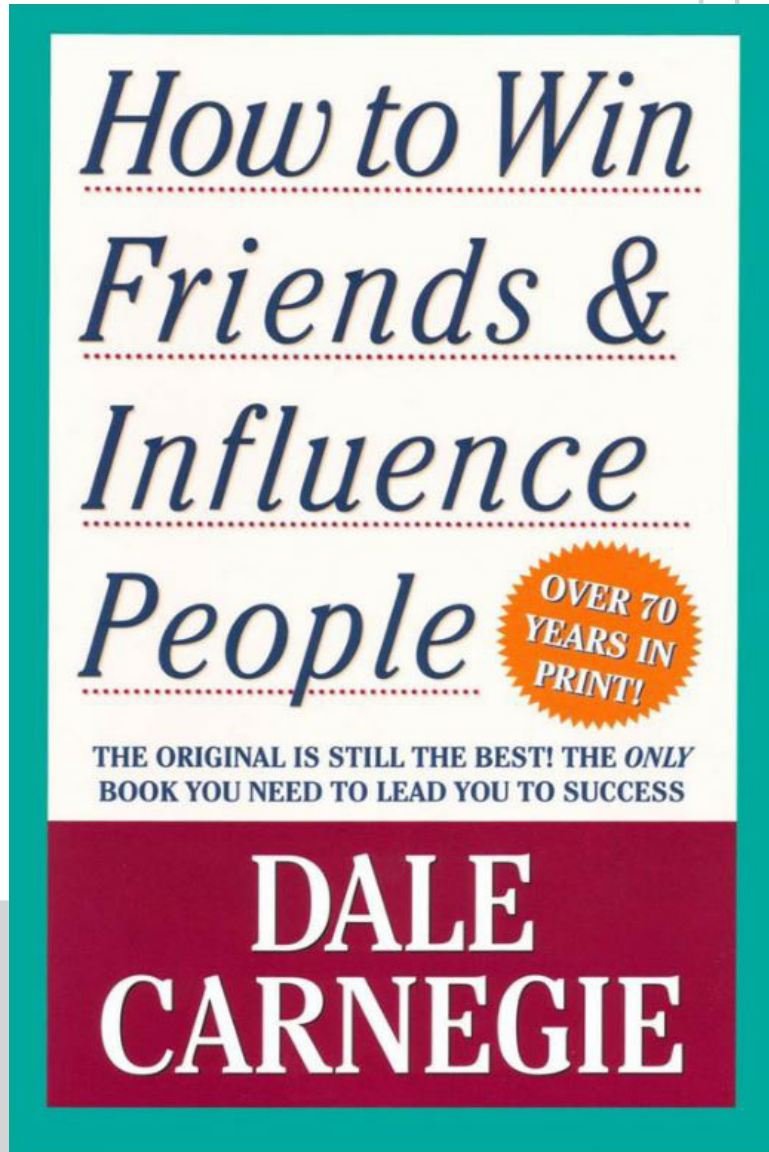
### About the Author:

Dale Carnegie, known as ‘the arch-priest of the art of making friends’, pioneered the development of personal business skills, self-confidence and motivational techniques. His books – most notably How to Win Friends and Influence People – have sold tens of millions worldwide and, even in today’s changing climate, they remain as popular as ever.



## Out with the OLD

In the 1990's this cover would pass, but we are not in the 90's. This cover needs an upgrade in font, style, and a big removal of that disgusting orange sticker.



## In with the NEW

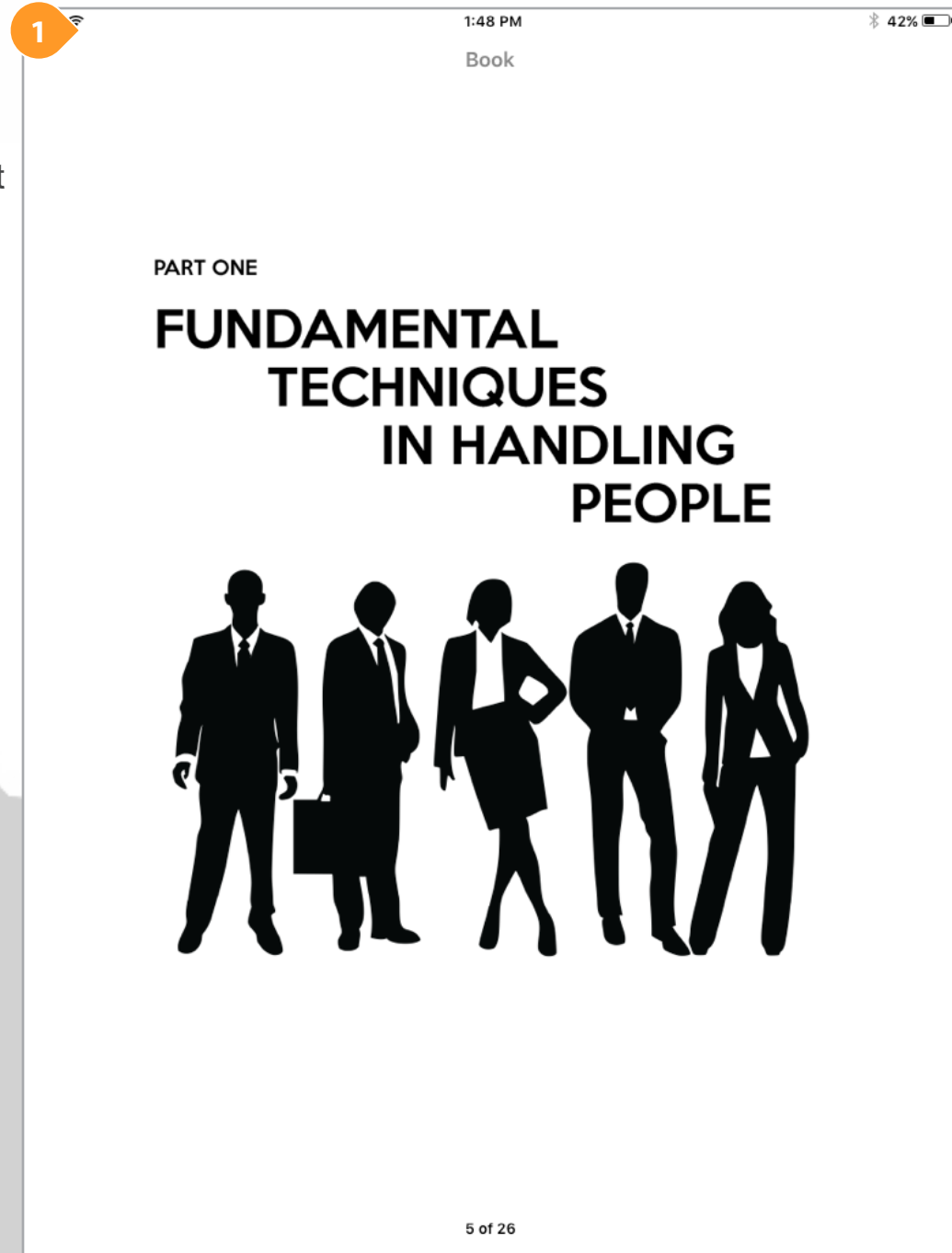
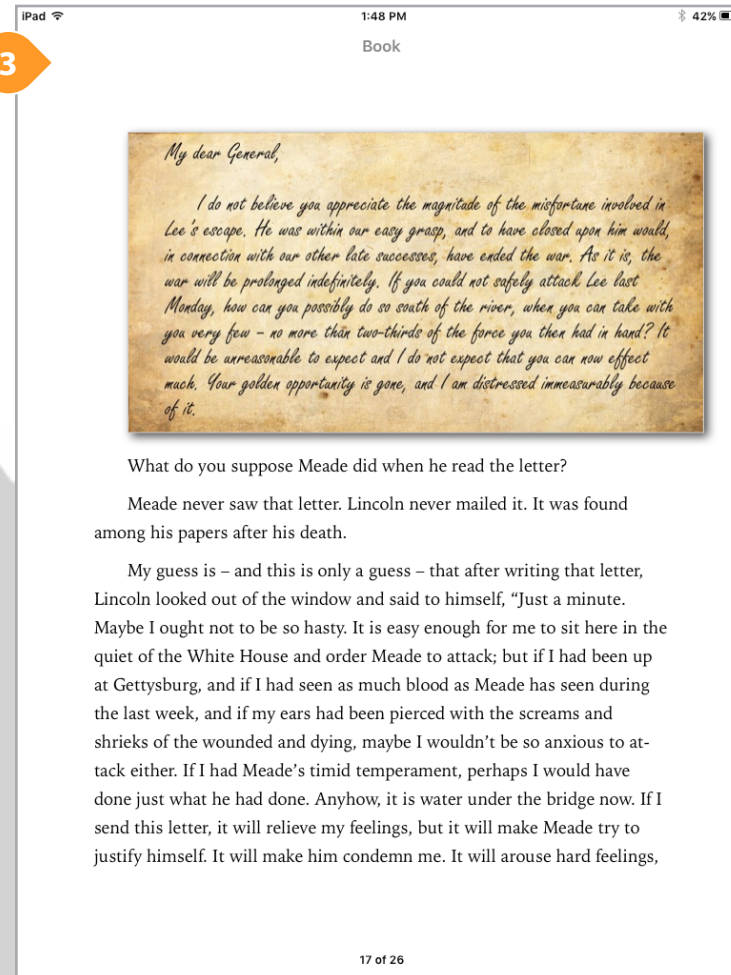
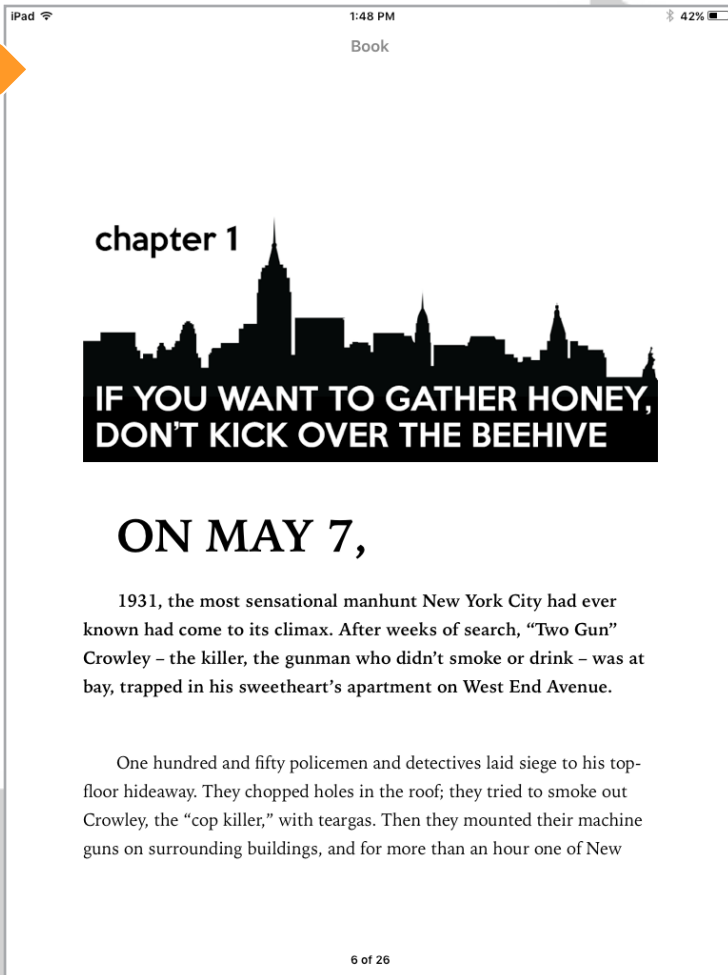
I took the KEEP CALM style and implemented the old cover with a basic color background, the crown of glory, and a nice solid font that will catch user's attention.



# Enhancements

## Bring this Book to Life!

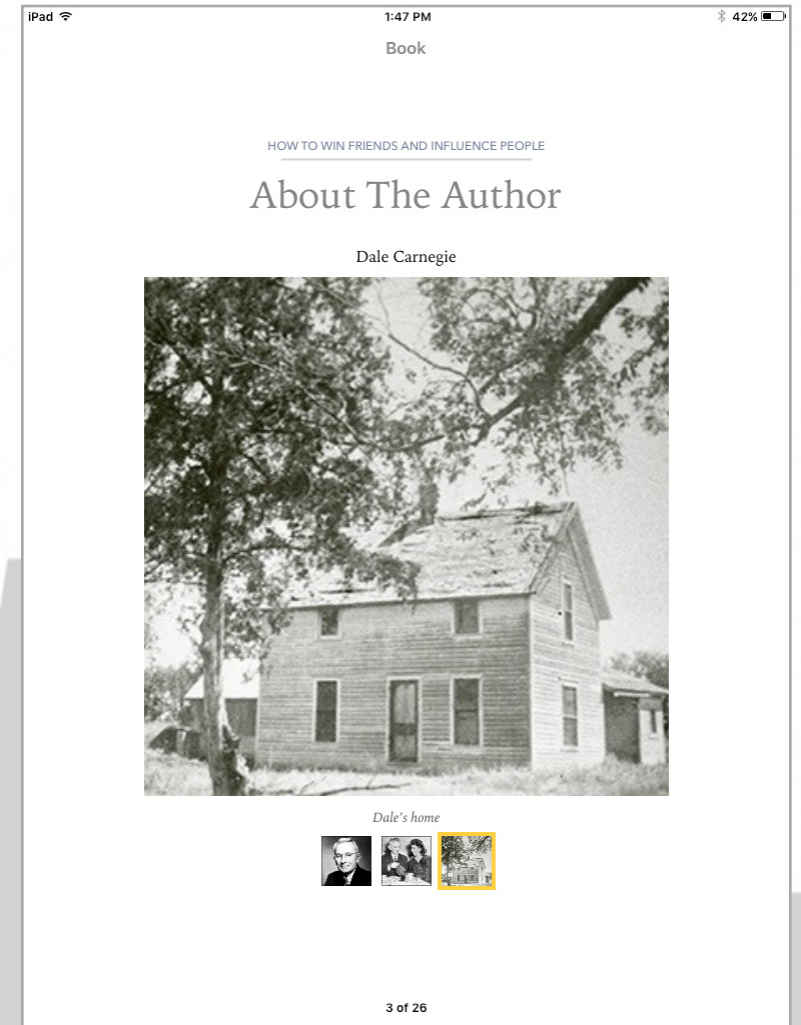
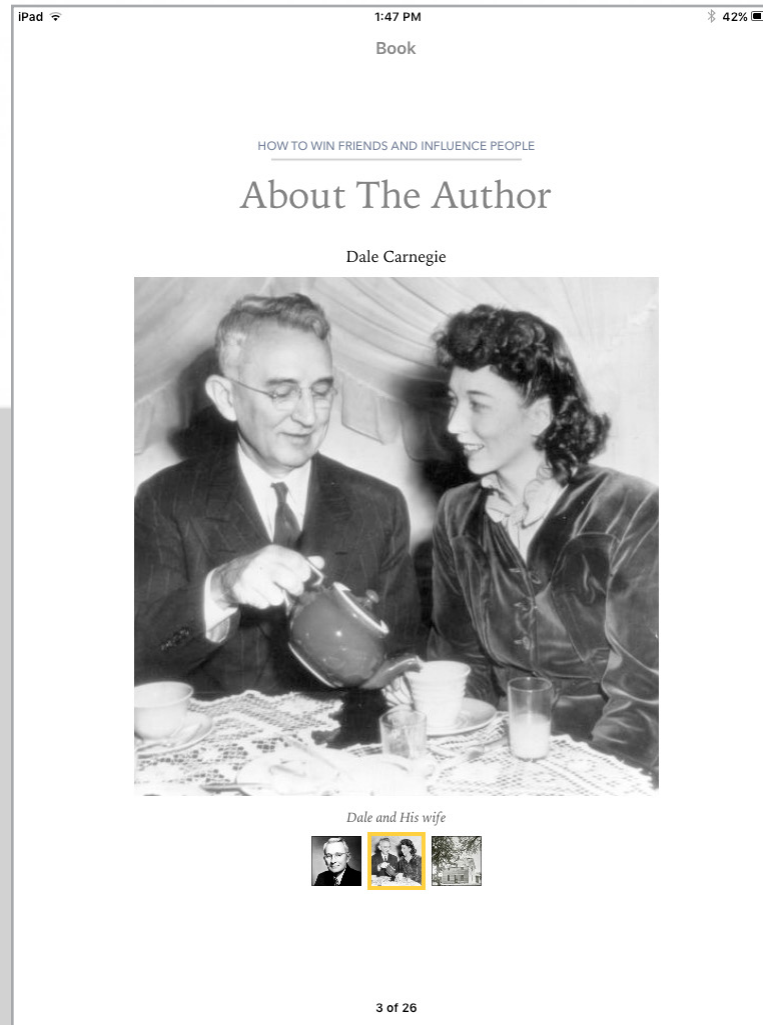
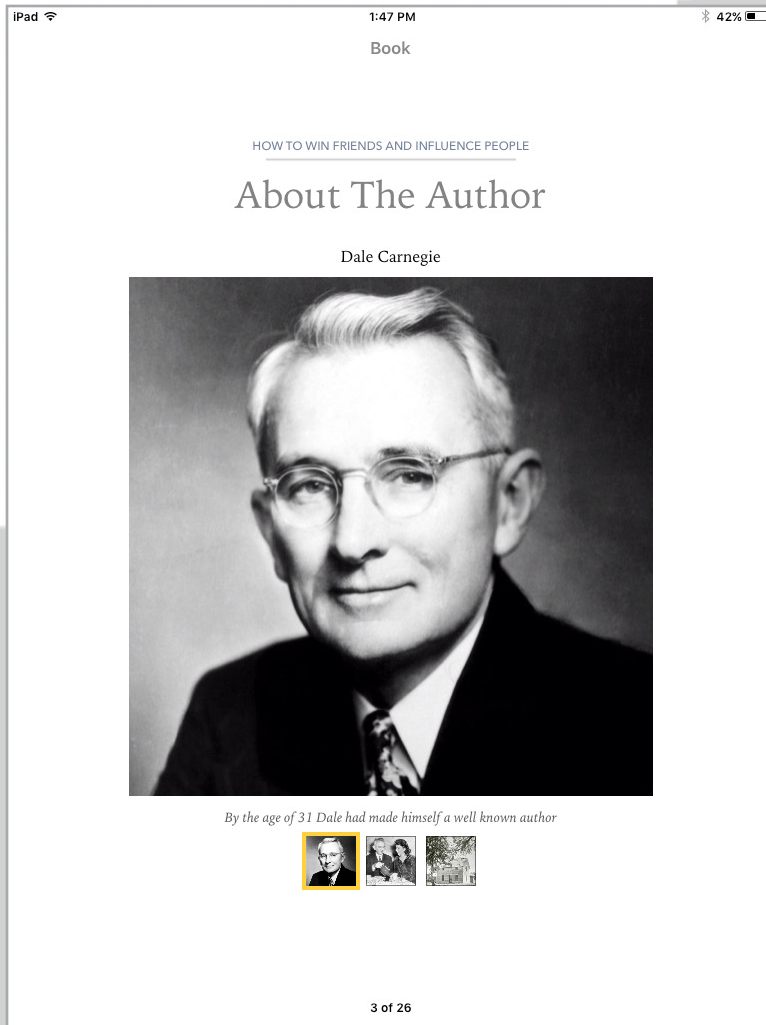
At first glance at the original book, I found that it was very blah. No images, no fun titles, and the text was all the same. The great thing about this book is that Dale Carnegie shares story after story. It's hard for the reader to know when he is not in the story. The enhancements that I made were I added a different font for when Dale tells a story. I also added in a nice image **1** for part 1 of the book and a nice title for chapter 1 **2** for the book. With that, I then dove in deeper into the content and found images **3** that went along with Dale's examples. Not to mention the nice new cover for the book that was in desperate need of an upgrade.



# Interactive Features

## Image Scroller Machine

I had a lot of fun with this interactive feature. I was looking for a fun gif for the book but nothing seemed to work or fit in with the classy look that I was going for. With that said, I found that I could build an interactive feature that took images of my choice and the reader could scroll through it. My first thought was to use it to show who Dale Carnegie is and what his life was like for him back in the day. I found some fun images of Dale with his wife and of his home that he grew up in!

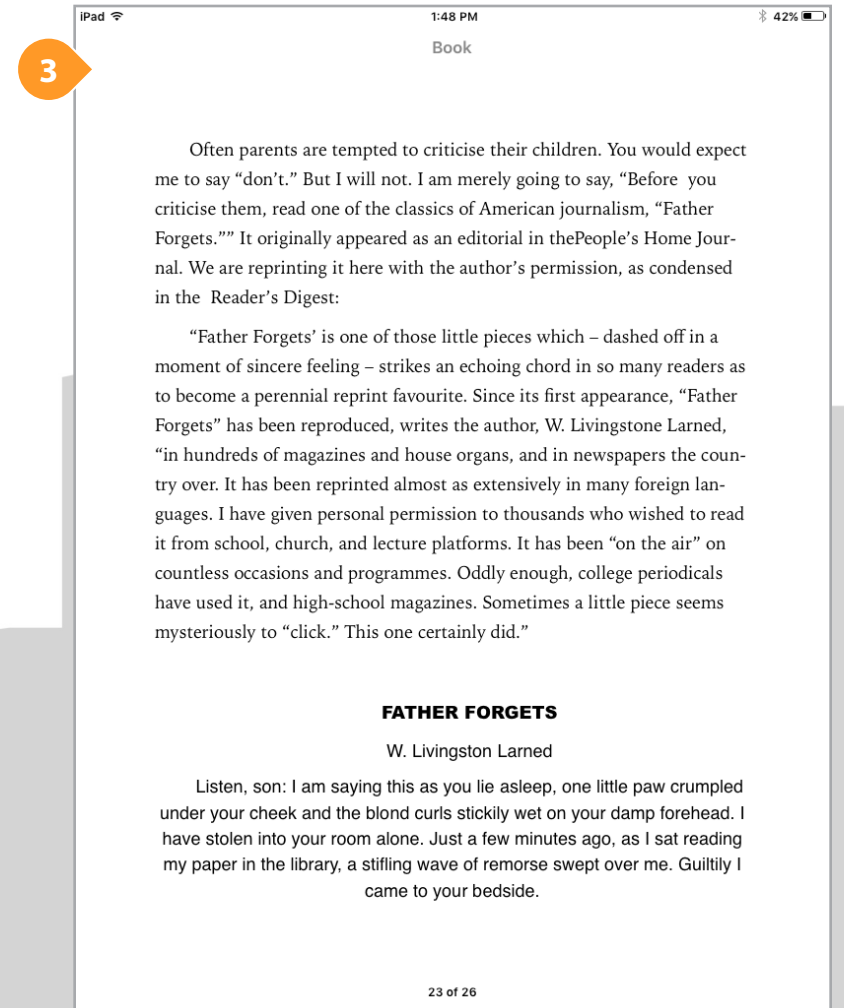
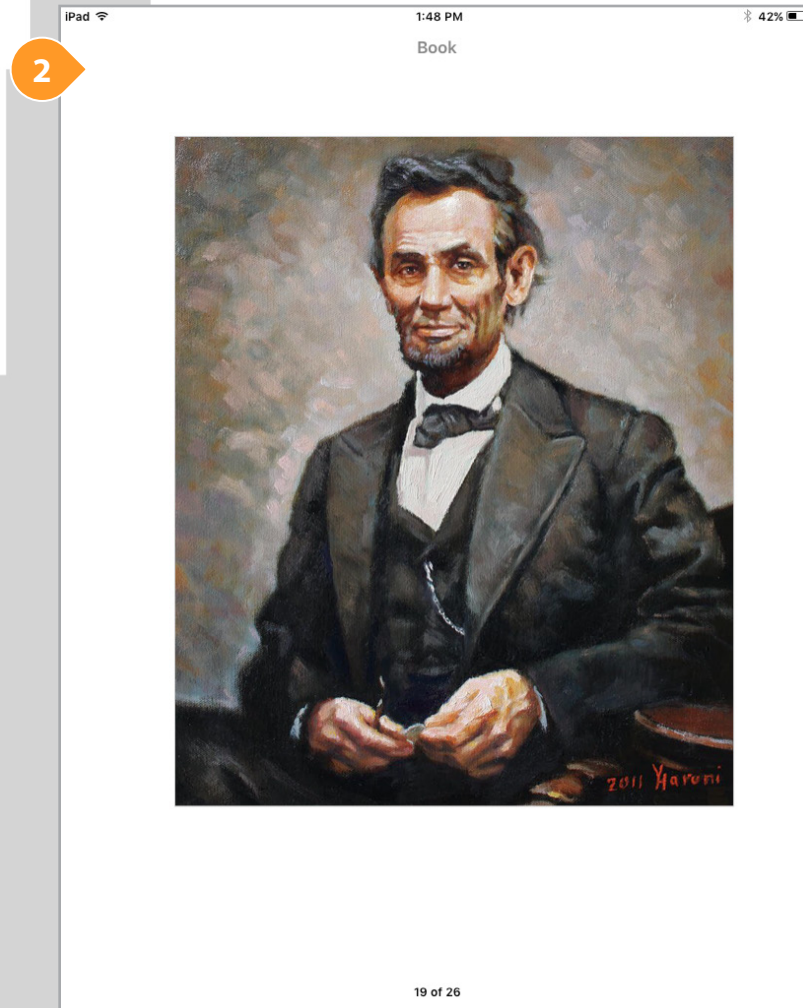
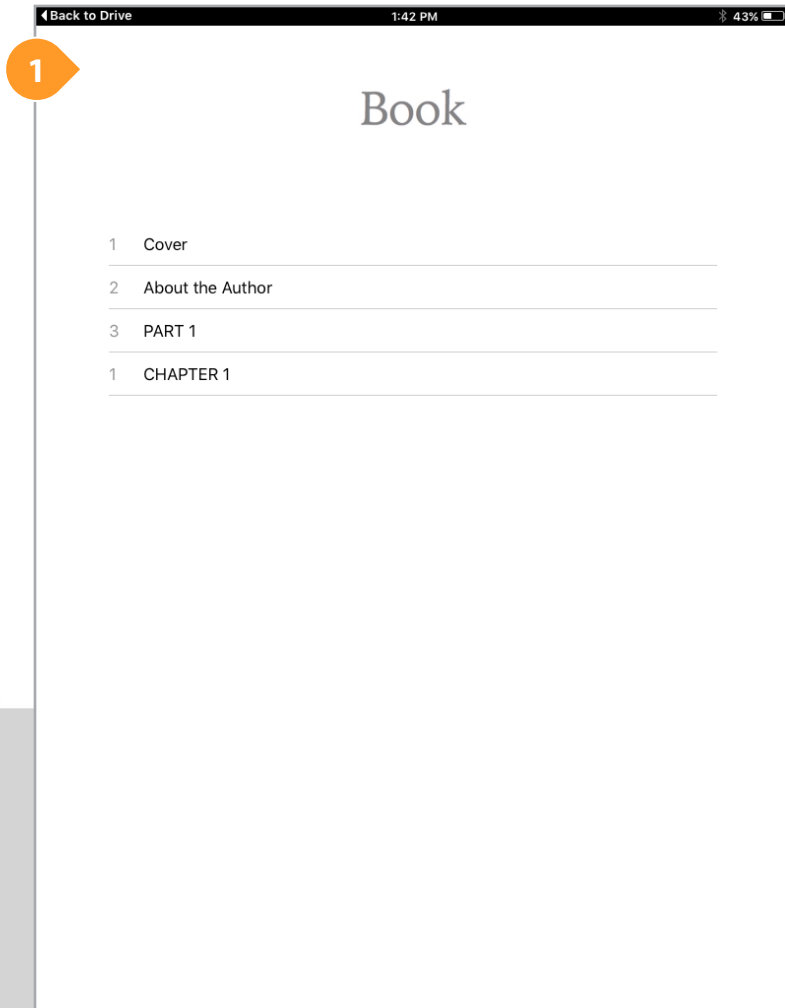


# Testing & Results

## iPad

After much testing and playing around on the ibook builder, here are the iPad results with the epub book.

The table of contents works like a charm. I only built the first chapter for the book (more than 16 pages) but it was fun making the table of contents **1** for a small piece like this. The enhancements with the images **2** turned out great a long with the interactive feature of the scrolling image. The font was fun to play with, this program is amazing when it comes to building a book! I tried Sigil for a while and nothing but headaches with it, I like ibook builder a lot more. The font looks great **3** when Dale is telling another story and everything lines up! No issues of errors at all!





# Conclusion

## MetaData

What a fun project! I really enjoyed this one. I love ebooks and to be able to build a snippet of one was super fun for me. I was able to get in all of my metadata along with a fun author's page for Dale Carnegie.

## Cover Art

With the cover out of date, it was fun to bring to life this book to the 2016 era. Who would have guessed that by simply turning the cover into a "Keep Calm" style, it would look so good!

## Enhancements & Interactive Features

Coming from no images or looks at all, just plain blah text, this ebook took a turn around to a book that now has style, class and a fun image interaction to learn more about the author.

## Testing & Results

Last but not least, after much testing, the results look great for this book! The table of contents works, the images are well designed and the font is a great help to the reader where they are at in the book (Dale's story to not story wise). And there you have it, a book to win people over!

