

**WHY WE DON'T  
LIKE PEOPLE**

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Why we don't like people by Donald A. Laird

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**DONALD A. LAIRD**

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*Why*  
*We Don't Like*  
*People*

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TO THE SEVEN THOUSAND BUSINESS MEN  
AND WOMEN WHO SOUGHT GUIDANCE AND  
INSIGHT THROUGH THE PERSONAL AD-  
VISORY SERVICE AND WHOM THE AUTHOR  
TRIED TO HELP





## TWO WARNINGS!

First—It will be most natural for you to think of *other people* as you read these pages. You will find yourself neglecting to apply to your *own* life and affairs the new material you discover. But take warning! To get the full value out of this book you must think of how it applies, not simply to others, but to yourself—even if it hurts to do so.

Second—As you become more familiar with this material you will discover that the insight it gives you into human nature will rob you of the inclination to ridicule or condemn the pettinesses of others. You will probably find your impulses of hostile criticism or contempt supplanted by a mild amusement at human foibles. If you wish to dislike people or be peeved by them you are warned not to read this book at all. But even in that case it will be worth your while to learn from the preface something of the vistas which are being opened as the scientific worker examines under the microscope that elusive factor in our lives—Personality.

