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Praise, Flattery: Common Cosmopolitan

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Common, Cosmopolitan- Surprisingly, things common can have cosmopolitan import, such the praise-flattery pair in a common commercial deal and beyond. Flattery is for us, praise is to others, and both appreciate to move the world. It is a common oiling of our business deal all over the globe, in “sale” in “free” in every store, to promote our win-win deal, as buyers satisfy their need to profit sellers.

Doctors also do healthcare in “bedside manners,” and as scholars do so to inter-enrich. As flattery praises much, so praise prizes a person; as babies cannot be spoiled, so no one can be praised too much. Thus “flattery gets anyone anywhere,” even by “I know you’d never accept flattery!” Such joy goes around coming around; we are all in smile, cosmopolitan.

Praise gives someone credit; flattery praises very much, if not too much. The flatterer usually knows it, while the flattered one seldom notices (till later, if at all), as praise and flattery feed the ego, and the more the ego is fed, the better it feels. In this situation, being given praise or flattery, “Yes” naturally results, the deal clinches, and negotiation is accomplished. If flattery or even praise fails to please, negotiation tightens, and often fails. But it is well nigh impossible to displease with praise boosting egos. Thus praise and flattery are virtually fool-proof deals.

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I. COMMON, COSMOPOLITAN

Surprisingly, things common can have cosmopolitan import, such the praise-flattery pair in a common commercial deal and beyond. Flattery is for us, praise is to others, and both appreciate to move the world. It is a common oiling of our business deal all over the globe, in “sale” in “free” in every store, to promote our win-win deal, as buyers satisfy their need to profit sellers.

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The reason is simple but important. Each of us has my self, for me alone; no one creates it for me. Not even gods can eat my meal, sleep my sleep, feel my feeling, or prize my prize. My praise prizes you, and flatters you to enrich you, and you are pleased. You instinctively prize me back, as I am pleased at you smiling. Feeling for you, I am felt back; feeling inter-feels to inter-enrich our very selves. Praise prizing is thus the win-win concord that spreads cosmopolitan.

Such felt inter-activities in “sale” and “free” are two buzzwords of commerce, but oddly they do not always flatter or praise. Or rather, they may flatter our (selfish) desire to gain something for less cost than required (“sale”) or even for nothing (“free”), but neither praises. This is where flattery differs from praise. But perhaps praise and flattery are ways of appreciating someone, often more shrewdly than sincerely, though sincerity is often the best policy. Policy-consideration is behind “sale” and “free,” of course.

Policy is to profit most by selling, and selling also profits buyers, though profiting buyers is often not part of selling-policy, as buyers do not think of sellers, either. Everyone for oneself redounds to win-win ubiquity. For-oneself is for-everyone; it is an odd reversal of “feeling for others is not for others,” and Jesus’ “loving neighbor as myself” turned “loving myself to love my neighbor.” Such is business deal, winning for one’s own self resulting in everyone winning. Is Adam Smith’s “invisible hand” here?

II. REAL, INVINCIBLE

The “invisible hand” works by praise and flattery natural unobtrusive, to let her-flower blossom,¹ letting her feel well; it is the best inducement of real Yes. And then the “flower” would blossom back into us, as the deal is amicably clinched. Such is what is commonly practiced in commerce, with “sale” to reduce the cost of the buyer’s need-satisfaction, even giving them extra-benefits “free,” as sellers *thereby* make profit. This is to “give in” to gain on *both* sides.² We today actualize, in praise and flattery, Sun Tzu’s total “victory” in his *Chapters*,³ to capture the whole enemy with their hearts.

Praise is flattery at its minimum; flattery is praise overflowing. All this is needed as business deals are a mixture of praise and flattery, both invincible tactics none can withstand, as well-known Norman Vincent Peale and Dale Carnegie sell their skills this way. We cannot do without either, as both are indispensable unavoidable, and yet we cannot do with them, either, as either can backfire. Praise and flattery are tools of our ideal management of product and personnel; they must not be false, lest seen through to turn people off, and yet they must not be baldly true, either, to turn people off again.

Sales transactions are an exciting activity of win-win deal among us, where praise and flattery are constantly at work, our verbal cosmetics to astutely sell our ideals and desires, and “skill” in managing facts to suit the deal here now is the essential here. Now, is this notice itself on praise and flattery praise or a flattery? In

¹ This is my literal translation of a beautiful Japanese phrase 花を持たせる, to mean giving them credit.

² This is to *oppose* negotiation that gets YES “without giving in,” proposed by Roger Fisher and William Ury of the Harvard Negotiation Project, *Getting to YES: Negotiating Agreement Without Giving In* (1981), NY: Penguin Books, 1987.

³ 孫子兵法, Sun Tzu’s *Art of Soldiery*, usually wrongly translated as *Art of War*. See 孫子讀本, 臺北三民書局, 民87, pp. 17-23.

any case, we are so intent on praise and flattery because they are powerful essential tools for life's win-win game, to make profit everywhere for everyone.

III. NOT NEGOTIATION

Nothing moves people as by amicably agreeing with them, and praise and flattery are the most powerful means of agreement; "flattery gets you anywhere" because flattery agrees. All communications advertise, all advertisements strive to offer subtle praise and flattery, so, all communications praise and flatter. Our business must manage praise and flattery to manage living well together. Praise and flattery are a part of universal art of living, and cannot be squarely put into capsules of how-to regimen, but their parameter can be gauged as above intimated. All this is indispensably valid, inter personally and internationally, economically and ecologically.

This is how negotiation succeeds in all cases. "Negotiations" of all sorts from court litigation to daily ongoing remain the cold facts of our cold world. Still, the fact that negotiations cover all sorts of human intercourse that is also taken as business deals of all sorts, brings "negotiations" into actual synonymy with "deals." Deals are most effective in win-win amity, so negotiations must also be infused with pleasant inter-appreciations of praise and flattery in good humor the world over.

IV. IN GOOD HUMOR

Humor the vitamin of life initiates pleasure, novelty, and revolution of perspective. Humor is often an effective persuasion, by comically putting the world upside down, pointing out the unsuspected utility of ordinary matters, to sell precisely those things that humor pleasantly nudges us to see. Humor needs not make us laugh, but must pleasantly open our eyes to surprising features of the commonplace.⁴

In this respect, the manual of "Getting to YES"⁵ has failed for lack of vivacious humor. Humor is essential to vivify all advertisements that appeal continually. The more humorous the seller is, the more appeal he turns. Selling in good humor is the pleasantest agreement to have in the world where everyone wins. We never negotiate to agree; we humor to inter-sell to inter-buy. That is joy.

Praise prizes as its etymology tells us,⁶ appreciating others, giving credits to them, and flattery is an extreme way to praise. In fact, praise must flatter to sell stuff, singing bouncing, simple and packed. Joy praised-prized inevitably spreads as joy is simple, as it is natural. Flesch⁷ urges us to write Chinese way to write effectively, as China has long simplified expressions, ridding of grammar, using the simplest most concrete words, and using metaphor on concrete words to generalize, all irresistibly fresh vivid.

Pidgin English is how the Chinese do business, as Yinglish is how the Jews do their business, both peoples using simple natural mother tongues into world-experts in business. Simplicity packs to punch to persuade, to sell, "Baby your skin," "Sunsweet prune juice," "MiraLAX (miracle laxative)," "long time, no see (to buyers)," and the list goes on. Commercial genius has no limit to its ingenuity to pack, punch, and sell afresh, each week in new simplicity. Simplicity is a win-win tactic for both sellers and buyers.

V. OUR FINDS

We have found that praise even in flattery is how joy spreads, that metaphor spreads specifics to generality concretely, that the spread is simple sparkling, punchy to convince, as the essence of selling advertising, and that this spread is the dynamo of cosmopolitan concord common, ubiquitous, and heartfelt. All this is never a calculated "negotiation." The reason is simple and obvious. "How to negotiate" is cold calculation; agreement must be heartfelt, for which praise and flattery, subtle tacit, is needed, as acts of pro-attitude to others that comes back to us, for both parties to win.

Lasting agreement is concord heartfelt, reachable only by prizing the other party praised flattered, never by cold-blooded negotiation. There can be no how-to manual on "prizing you." The prizing-praising heart has reason unknown to the how-reason. Praise, even flattery, however tacit, also differs from connivance, conformism, fanaticism, and/or propaganda, all of which impulsively lead to cruelty or torpor, totally opposed to "prizing you" in praise in flattery to spread ubiquitous cosmopolitan, violence-free, in all smiles. Politics is an offshoot of business deal; injustice melts away in our win-win deal.

Interestingly, concord vast homo-cosmic is *within* our heart of inter-feeling. The wealthier one is, the more can one afford to give credit to others and, conversely, the more credit one gives to others, the wealthier one becomes. Thus the richer one is, the richer one turns, and the "one" here is "one another." Feeling for others is then not just for others, as giving is as blessed as receiving,⁸ as both are one, and this I-you identity spreads from here now to there then into cosmopolitan concord.

Giving credit to others praises, and extreme praise flatters; praise and flattery are ways of giving to others to redound to giving wealth to one's own self. Praise flattering is the royal road to turning win-win wealthy to cosmopolitan concord heartfelt. Common commerce leads the way here. Are you surprised? I am, too. But isn't all this just common sense?

We must remember. Life consists in selling me to buy you into us win-win; failing it vainly negotiates in cold blood. Criminals "I against you" turn senseless

when both you and I gain inter-prizing giving in, to give smile to justice giving dues to each person. Inter-gaining commerce fulfills money-capitalism and food-communism, to turn even exclusive Nazism to co-thrive with Jews “the Chinese in Europe” with Chinese “the Jews in Asia.” Everyone wins in deals praising flattering, in global concord just, common, and cosmopolitan.

⁸ The feeling-statement is my English translation of Japan's “Compassion is not for other-people 情けは人の為ならず⁸”; the giving-statement twists Paul's report of Jesus' words, “Giving is more blessed than receiving” (Acts 20:35). Both expressions practice intercultural cosmopolitanism to win-win.