

**shouldComponentUpdate
(class-based)**

**React.memo()
function-based**

help us control when our components rerender

Let React know if a component's output is not affected by the current change in state or props.

**want to compare
all props?
use Pure
Components**

if `shouldComponentUpdate()` returns false, then `componentWillUpdate()`, `render()`, and `componentDidUpdate()` will not be invoked.

Technique where React store a snapshot of this component and only if its inputs changes, it will re-render it

here there is the importance of use immutability when we update state!!

