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Blink: The Power of Thinking Without Thinking (2005) is Malcolm Gladwell's second book. It presents in popular science format research from psychology and behavioral economics on the adaptive unconscious: mental processes that work rapidly and automatically from relatively little information. It considers both the strengths of the adaptive unconscious, for example in expert judgment, and its

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Malcolm Gladwell Wikipedia

After The Tipping Point, Gladwell published Blink in 2005. The book explains how the human unconscious interprets events or cues and how past experiences can lead people to make informed decisions very rapidly, using examples like the Getty kouros and psychologist John Gottman's research on the likelihood of divorce in married couples. Gladwell's hair was the inspiration for Blink.

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Blink The Power of Thinking Without Thinking by Malcolm

Blink has 413,499 ratings and 13,342 reviews. Matt said: Here's Blink in a nutshell: Split decisions can be good; better than decisions where we take a

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Blink The Power of Thinking without Thinking by Malcolm

In Blink, Malcolm Gladwell, a former science and business reporter at The Washington Post who now writes for the New Yorker, offers his account of this sort of seemingly instantaneous judgment. Readers acquainted with Gladwell's articles and his 2000 bestseller The Tipping Point will have high anticipations for this volume; those expectations will be met.

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Malcolm Gladwell Speaker TED

Detective of fads and emerging subcultures, chronicler of jobs-you-never-knew-existed, Malcolm Gladwell's work is toppling the popular understanding of bias, crime, food, marketing, race, consumers and intelligence.

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Revisionist History Podcast

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