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Malcolm Gladwell has been a staff writer at The New Yorker since 1996. He is the host of the podcast Revisionist History and the author of The Tipping Point, Outliers, and What the Dog Saw. Prior to joining The New Yorker, he was a reporter at the Washington Post. Gladwell was born in England and grew up in rural Ontario.

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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 (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 is the author of three other books, The Tipping Point, Blink, and What the Dog Saw, all of which are New York Times bestsellers. He has been a staff writer for The New Yorker since 1996, prior to which he was a reporter with the Washington Post, where he covered business and science and also served as the newspaper's New York City bureau chief.

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