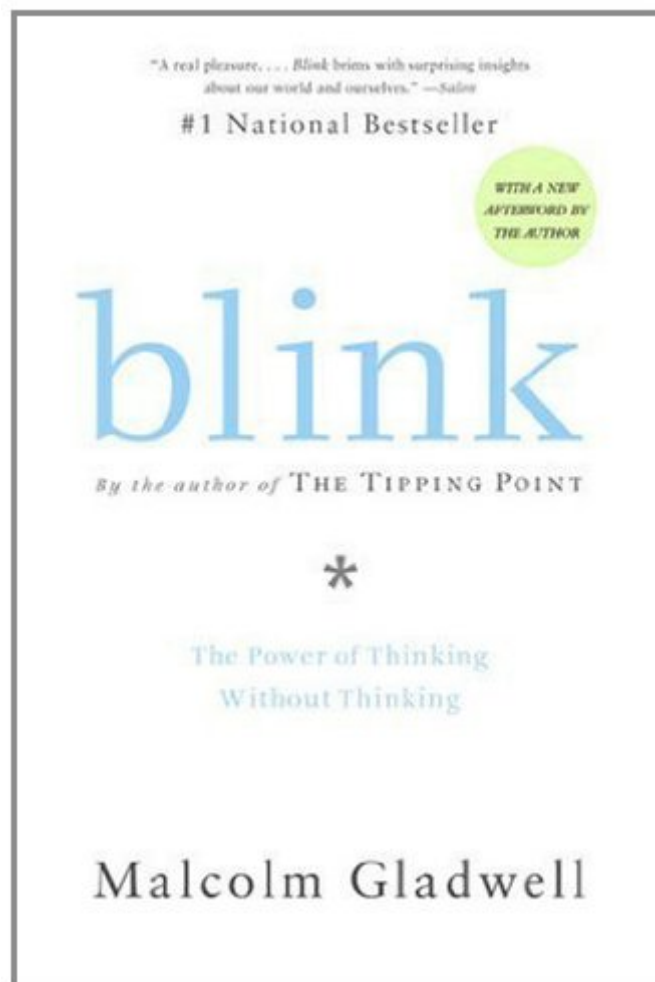


# Blink: The Power of Thinking Without Thinking PDF



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Blink: The Power of Thinking Without Thinking by Malcolm Gladwell ISBN 0316010669

In his landmark bestseller *The Tipping Point*, Malcolm Gladwell redefined how we understand the world around us. Now, in *Blink*, he revolutionizes the way we understand the world within.

*Blink* is a book about how we think without thinking, about choices that seem to be made in an instant—in the blink of an eye—that actually aren't as simple as they seem. Why are some people brilliant decision makers, while others are consistently inept? Why do some people follow their instincts and win, while others end up stumbling into error? How do our brains really work—in the office, in the classroom, in the kitchen, and in the bedroom? And why are the best decisions often those that are impossible to explain to others?

In *Blink* we meet the psychologist who has learned to predict whether a marriage will last, based on a few minutes of observing a couple; the tennis coach who knows when a player will double-fault before the racket even makes contact with the ball; the antiques experts who recognize a fake at a glance. Here, too, are great failures of "blink": the election of Warren Harding; "New Coke"; and the shooting of Amadou Diallo by police.

*Blink* reveals that great decision makers aren't those who process the most information or spend the most time deliberating, but those who have perfected the art of "thin-slicing"-filtering the very few factors that matter from an overwhelming number of variables.

## **Blink: The Power of Thinking Without Thinking Review**

This Blink: The Power of Thinking Without Thinking book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Blink: The Power of Thinking Without Thinking without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Blink: The Power of Thinking Without Thinking can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Blink: The Power of Thinking Without Thinking having great arrangement in word and layout, so you will not really feel uninterested in reading.