

"A real pleasure. . . . *Blink* brims with surprising insights
about our world and ourselves." —*Chicago*

#1 National Bestseller

WITH A NEW
AFTERWORD BY
THE AUTHOR

blink

By the author of THE TIPPING POINT



The Power of Thinking
Without Thinking

Malcolm Gladwell

Malcolm Gladwell

Blink: The Power of Thinking Without Thinking



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In his landmark bestseller *The Tipping Stage*, Malcolm Gladwell redefined how exactly we understand the world all around us. and the shooting of Amadou Diallo by law enforcement. "New Coke"; *Blink* reveals that good decision makers aren't those who process the most info or spend the most time deliberating, but those who have perfected the artwork of "thin-slicing"-filtering the few elements that matter from an mind-boggling amount of variables. Why perform some people stick to their instincts and win, while others end up stumbling into error? the antiquities experts who recognize a false at a glance. And why are the best decisions frequently those that are impossible to explain to others? In *Blink* we meet the psychologist who has discovered 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 prior to the racket also makes connection with the ball; How do our brains actually work-in the office, in the classroom, in the kitchen, and in the bedroom? Here, too, are great failures of "blink": the election of Warren Harding; *Blink* is a book about how exactly we think without thinking, about choices that appear to be made in an instant-in the blink of an eye-that actually aren't as simple because they seem. Right now, in *Blink*, he revolutionizes just how we understand the world within. Why are some individuals brilliant decision makers, while others are consistently inept?



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Thought provoking, revolutionary insights.... If read right, I believe this will thrust you right into a new way of thinking and cause you to strive to develop ways to get over unintentional biases and also hope to improve when you "trust your gut." Sigmund Freud What's better: long, thought out decisions or quick, snap judgments? Really. He doesn't give a blueprint or a roadmap. He educates and leaves it to us to find where in our day to day we might be brain blind or are relying too heavily on data instead of instinct (or vice versa). Just Wow! Interesting, but could've been written in 30 pages. Look up an overview online instead; spend your time on more practical material This book touches on an excellent idea: we make decisions rapidly, even if we can not always explain exactly HOW we make those decisions. Gladwell will a fantastic job at providing proof to back up his claims. Gladwell does not give a prescription here... he provides a plethora of illustrations to aid these claims. that our guts are inherently right (well, except the many times he highlights how incorrect they are, due to racism (except when he back pedals and says maybe the people for the reason that example aren't racist, in fact), sexism (except when he says it is possible sexism was not, in fact, a factor in such and such illustrations), and other biases (that your publication both promises to teach us to control and says we have *no ability* to regulate), and that by "thin-slicing" (taking a "adaptive unconscious" of our mind, which, incidentally, he says repeatedly can't ever be unlocked) we are able to be better people, fight wars "better", and resolve the problems of the world. However, he told the tale well and I am compelled to learn all of those other book due to it, which is why I have rated it a 3. I browse to gain applicable understanding. Gladwell proved his idea in the first 30-50 web pages and that was good enough for me. A classmate had go through another Gladwell title - I am thrilled to find that author has more to read - I will definitely be checking out his other titles! I hardly learned how to actually apply the principles of rapid-cognition out of this publication and I'm annoyed at how much of my period was wasted. I want he proved the idea in 30-50 pages and implemented it up with actual ways to benefit from that concept. Thoroughly Enjoyed Great publication and great insights! Mind-blowing! Interesting read on interpersonal communication This book offers ideas of thin slicing choosing instant moments of judgements that either help or change us as people I thought it was Gonna be a little deeper but the author does a good job of describing cases I liked the authorities reference that shows both sides of the story Not all it's cracked up to be. It is truly up to us to take this information and utilize it as a zoom lens to examine our very own considering and search to improve how we take what we see and use it to make better choices. Engaging Go through You Won't Want to place Down! Convince on audible Great book on audible Good read Good read Reason why ! I'm not buying anything else of Gladwell's, but I would suggest looking up the sparknotes/summary of this book. A classic fantastic read and I feel like I discovered a whole lot about how various kinds of thinking provide us better results in various scenarios. The tales within are amazing and the entire class raved about our favoritess and how amazing the processes worked. I have loaned my copy to several friends who've all been just as impressed. He then proceeded to continue proving the concept for another 200 webpages. Really makes you look at the world differently, and it a good way. He takes the easiest topics, he digs down deep to find amazing complexity, simplifies the obtaining, all while interesting us. A terrible collection of cherry picked anecdotes and conflicting data A terrible collection of cherry picked anecdotes and conflicting data, all carefully organized to appeal to the moment gratification of the human ego..difficult to utilize This is an unbelievable tour de force with detailed research and eye-opening, and frequently disheartening insights into our flawed personal decision making processes. So the two second intuition in his first example is not proven to be accurate. For me, WAY too many good examples.It's a reserve for the casual reader, so the tales he uses to back up his arguments are often terribly irresponsible anecdotes. They're riddled with opinion and assumptions about outcomes, and we're left to assume the lens from which he makes these statements is normally natural and holy. The studies he references are rarely detailed sufficiently so that the reader could understand whether they'd had any controls, had been repeated and peer reviewed, etc. Just my entry way no-one out

there. The most severe take away is normally that some (and I dread most) people will glean just the basest concept from his guarantees: that their guts are always best, leaving them much less introspective and more irrationally bold and self-satisfied. more greatness from Gladwell "When making a decision of small importance, I have always found it advantageous to consider all the pros and cons. So unless I've ghosts providing pkgs to my home this camera didn't work. In the important decisions of personal lifestyle, we have to be governed, I think, by the deep inner needs of our character." Read wrongly, it will either trigger frustration and hopelessness or anger and resentment. We've always been told not to judge a publication by its cover, but sometimes our unconscious conclusions are even more accurate. Malcolm Gladwell properly investigates the power (both bad and the good) of quick thinking. That is an extremely interesting book that may challenge the way you believe and don't believe. What may I say about Malcolm Gladwell that we haven't said before? Fantastic read for certain! I don't understand what's going on. Probably his thesis is incorrect? Nobody really knows. He assumes Zeri, Harrison, Hoving, and Dontas were correct in their "intuitive" conclusion. But the fact is, the piece continues to be on display at the Getty and there are great people on both sides. The Getty concludes it really is one or the other, ancient or today's forgery. I assume what immediately caused me to doubt the author's thesis (the first two secs) is his introductory tale of the Getty Kouros.. I guess he must have used a better illustration to create his point. I'm a bottom-line kind of person and we don't go through for fun; Complements Tipping Point.. Read the Tipping Stage and bought this as well. This book verified something that I thought to be true (rapid-cognition) without providing methods to practically exploit the theory. Really enjoyed the quick read. Wow! Help us understand some of the chaos surrounding us nowadays. I fired up my blink video camera (in live setting) and it demonstrated nothing. The best take away out of this self help quickie is that some people will, due to spending a dozen or so hours reading it and thinking about their minds and how they work, will be, going forward, more introspective, which isn't a awful thing. In vital issues, however, like the selection of a mate or an occupation, the decision should come from the unconscious, from somewhere within ourselves. From the moment I found this book, I didn't want to put it down. Intriguing concepts A bit over hyped, but useful, non-etheless. This is a read for an Ethics and the Mass media class. We heard someone bumping about on my front porch...Gladwell had made a chunk of transformation telling us we can "blink" and know the truest of truths. accept the results or avoid it.



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