



Blink: The Power of Thinking Without Thinking

By Malcolm Gladwell

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Blink: The Power of Thinking Without Thinking, Malcolm Gladwell, Pre-Order Malcolm Gladwell's New Book, David and Goliath, Coming 3 October 2013. From the author of The Tipping Point, Malcolm Gladwell's international bestseller Blink: The Power of Thinking Without Thinking is a revolution in the understanding of the mind. An art expert sees a ten-million-dollar sculpture and instantly spots it's a fake. A marriage analyst knows within minutes whether a couple will stay together. A fire-fighter suddenly senses he has to get out of a blazing building. A speed dater clicks with the right person. This book is all about those moments when we 'know' something without knowing why. Here Malcolm Gladwell explores the phenomenon of 'blink', showing how a snap judgement can be far more effective than a cautious decision. By trusting your instincts, he reveals, you'll never think about thinking in the same way again. "Trust my snap judgement, buy this book: you'll be delighted". (The New York Times). "Compelling, fiendishly clever". (Evening Standard). "Brilliant .the implications for business, let alone love, are vast". (Observer). "Superb .this wonderful book should be compulsory reading". (New Statesman). "Blink might just change your life"



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