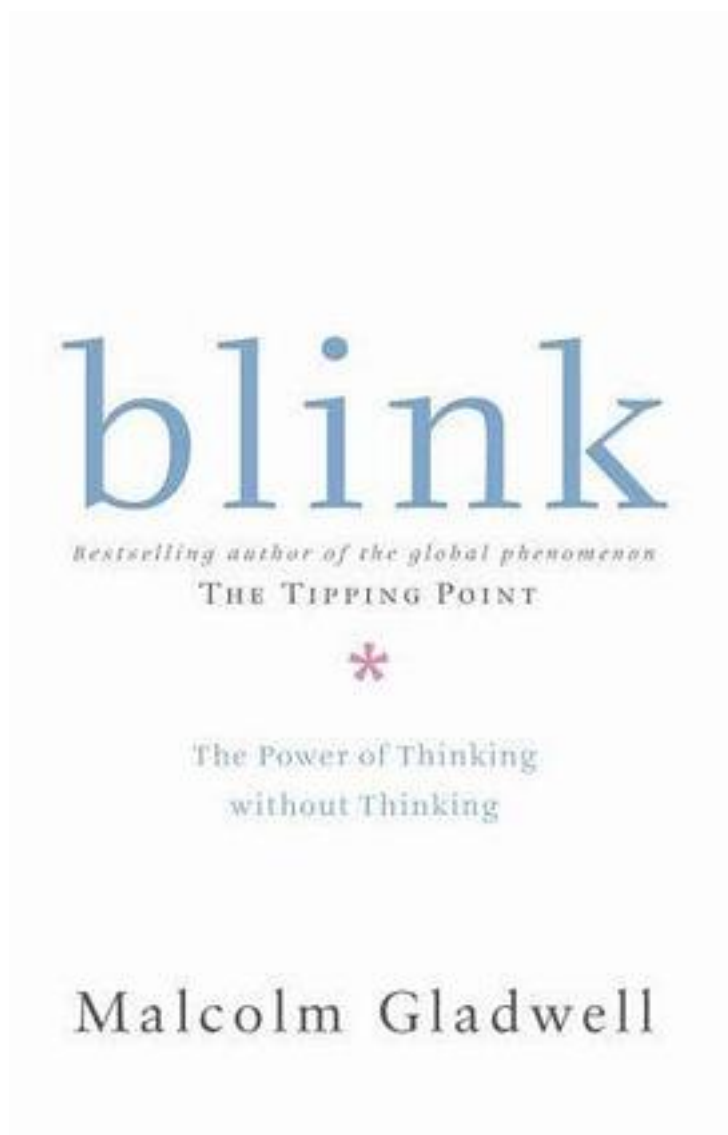


# Blink



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Intuition is not some magical property that arises unbidden from the depths of our mind. It is a product of long hours and intelligent design, of meaningful work environments and particular rules and principles. This book shows us how we can hone our instinctive ability to know in an instant, helping us to bring out the best in our thinking and become better decision-makers in our homes, offices and in everyday life. Just as he did with his revolutionary theory of the tipping point, Gladwell reveals how the power of blink' could fundamentally transform our relationships, the way we consume, create and communicate, how we run our businesses and even our societies. You'll never think about thinking in the same way again.

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