

Blink

blink

Bestselling author of the global phenomenon
THE TIPPING POINT



The Power of Thinking
without Thinking

Malcolm Gladwell

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Bestselling author Malcolm Gladwell revolutionizes the way we understand the world within. Blink is a book 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? How do our brains really work? Why are the best decisions often impossible to explain to others?

作者介绍:

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