



The Hyperink Malcolm Gladwell Quicklet Bundle (Paperback)

By Eric Boudreaux, Tiffanie Wen, Sandy Baird

Createspace Independent Publishing Platform, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. This bundle features 4 Quicklets, executive summaries and analyses of bestselling works by Malcolm Gladwell: The Tipping Point, Blink, Outliers, and What the Dog Saw. Quicklets are perfect for time-strapped professionals who want to be conversant on major works but haven't yet found the time to read the full texts. Buy today and get more than 25% off the price of all three separately! Outliers explores why some people succeed and others do not. Gladwell shows you how to identify small factors that lead to succeed. Additionally, the Quicklets team examines Gladwell's controversial claim that success is caused more by environment than individual characteristics. ===== GREAT EXCERPT FROM THE TIPPING POINT Any one person wearing an alligator shirt doesn't change much. The right group at the right time is the key to pushing that idea over the tipping point. Gladwell argues that it's all so mysterious to most of us because our brains aren't really set up to grasp how all of our individual actions play off of the individual...



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