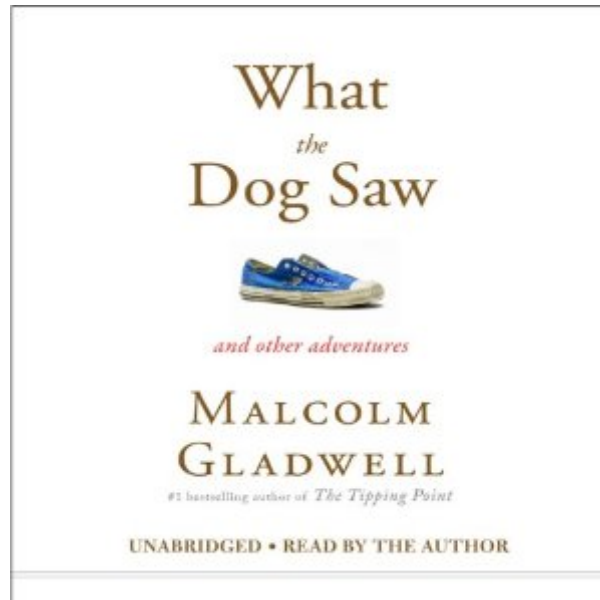


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What The Dog Saw: And Other Adventures



Synopsis

Over the past decade, Malcolm Gladwell has become the most gifted and influential journalist in America. In *The New Yorker*, his writings are such must-reads that the magazine charges advertisers significantly more money for ads that run within his articles. With his number-one best sellers, *The Tipping Point*, *Blink* and *Outliers*, he has reached millions of readers. And now the very best and most famous of his *New Yorker* pieces are collected in a brilliant and provocative anthology. Among the pieces: his investigation into why there are so many different kinds of mustard but only one kind of ketchup; a surprising assessment of what makes for a safer automobile; a look at how we hire when we can't tell who's right for the job; an examination of machine built to predict hit movies; the reasons why homelessness might be easier to solve than manage; his famous profile of inventor and entrepreneur Ron Popeil; a look at why employers love personality tests; a dissection of Ivy League admissions and who gets in; the saga of the quest to invent the perfect cookie; and a look at hair dye and the hidden history of postwar America. For the millions of Malcolm Gladwell fans, this anthology is like a greatest hits compilation-a mix tape from America's alpha mind.

Book Information

Audible Audio Edition

Listening Length: 12 hours and 49 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Hachette Audio

Audible.com Release Date: October 20, 2009

Whispersync for Voice: Ready

Language: English

ASIN: B002TS7XLA

Best Sellers Rank: #3 in Books > Audible Audiobooks > Fiction & Literature > Literary Collections
#7 in Books > Audible Audiobooks > Nonfiction > Language Arts & Disciplines #8 in Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction

Customer Reviews

Malcolm Gladwell's "What the Dog Saw and Other Adventures" is a compilation of the author's favorite work from *The New Yorker*, where he has been a staff writer since 1996. This book is divided into three parts 1. Obsessives, Pioneers, and Other Varieties of Minor Genius 2. Theories,

Predictions, and Diagnoses 3. Personality, Character, and Intelligence. In the first part, Gladwell includes portraits of a pitchman for kitchen gadgets who is so persuasive that he could sell clothing to a nudist. In addition, he discusses three female advertising pioneers, a canny investment strategist, and a "dog whisperer" who is able to tame even the most intransigent canine. What these people have in common is an understanding of how human beings (and four-legged creatures) think and feel, supreme self-confidence, and the ability to promote themselves and their ideas. The second part deals with the art of thinking and seeing clearly. Gladwell describes the series of events that led to the Challenger explosion and the collapse of Enron. Could these catastrophic events have been foreseen and prevented? In part three, the author discusses various aspects of genius and talent, and whether it is possible to profile criminal behavior or predict how a prospective employee will fare on the job. "What the Dog Saw" has some intriguing passages that will impel readers to say, "I never thought of this subject in quite that way before." The provocative Gladwell enjoys toying with conventional wisdom and challenging our preconceived notions. For instance, in one article, he defends certain forms of plagiarism, a transgression that many would consider indefensible.

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