



What the Dog Saw: And Other Adventures

Malcolm Gladwell

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What is the difference between choking and panicking? Why are there dozens of varieties of mustard-but only one variety of ketchup? What do football players teach us about how to hire teachers? What does hair dye tell us about the history of the 20th century?

In the past decade, Malcolm Gladwell has written three books that have radically changed how we understand our world and ourselves: *The Tipping Point*; *Blink*; and *Outliers*. Now, in *What the Dog Saw*, he brings together, for the first time, the best of his writing from *The New Yorker* over the same period.

Here is the bittersweet tale of the inventor of the birth control pill, and the dazzling inventions of the pasta sauce pioneer Howard Moscovitz. Gladwell sits with Ron Popeil, the king of the American kitchen, as he sells rotisserie ovens, and divines the secrets of Cesar Millan, the "dog whisperer" who can calm savage animals with the touch of his hand. He explores intelligence tests and ethnic profiling and "hindsight bias" and why it was that everyone in Silicon Valley once tripped over themselves to hire the same college graduate.

"Good writing," Gladwell says in his preface, "does not succeed or fail on the strength of its ability to persuade. It succeeds or fails on the strength of its ability to engage you, to make you think, to give you a glimpse into someone else's head." *What the Dog Saw* is yet another example of the buoyant spirit and unflagging curiosity that have made Malcolm Gladwell our most brilliant investigator of the hidden extraordinary.

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Hey guys, do you wishes to finds a new book to learn? May be the book with the subject What the Dog Saw: And Other Adventures suitable to you? The particular book was written by well known writer in this era. The particular book untitled What the Dog Saw: And Other Adventures is the one of several books that will everyone read now. This book was inspired lots of people in the world. When you read this reserve you will enter the new dimensions that you ever know just before. The author explained their thought in the simple way, thus all of people can easily to comprehend the core of this book. This book will give you a great deal of information about this world now. To help you see the represented of the world on this book.

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