



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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Allison Sala:

A lot of people always spent their very own free time to vacation or perhaps go to the outside with them friends and family or their friend. Did you know? Many a lot of people spent many people free time just watching TV, or playing video games all day long. If you would like try to find a new activity honestly, that is look different you can read the book. It is really fun for you. If you enjoy the book that you simply read you can spent the whole day to reading a e-book. The book What the Dog Saw: And Other Adventures it is quite good to read. There are a lot of folks that recommended this book. They were enjoying reading this book. Should you did not have enough space to bring this book you can buy the actual e-book. You can m0ore easily to read this book through your smart phone. The price is not to fund but this book offers high quality.

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