
Review - blink
The Power of Thinking Without Thinking

Malcolm Gladwell
Little, Brown and Company, 2005
ISBN: 0-316-17232-4
List Price: \$25.95

We all have business and personal acquaintances that seem to make “snap” decisions that are always right - or wrong. They “trust their instincts”. However, are their decisions truly “snap” and “instinctive”? Malcolm Gladwell (author of **The Tipping Point**) takes a look at what makes a good decision maker “good”. And surprise, it isn’t the person who spends hours and days doing tons of analysis!

blink, like **The Tipping Point**, is an easy, enjoyable read that will have you thinking about how YOU make decisions - for your business, and in your personal life. It includes a number of “real life” stories and gives you tips on how to make good, insightful, “snap” decisions.

blink is a wonderful find for everyone and well worth several hours of your time.

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February, 2005