



Malcolm Gladwell: The Box Set

By Malcolm Gladwell

Little, Brown Company, United States, 2010. CD-Audio. Book Condition: New. Unabridged. 198 x 145 mm. Language: English . Brand New. For the first time all three of Malcolm Gladwell s bestselling, groundbreaking audiobooks are available together in an instant classic box set at a value-price. **THE TIPPING POINT:** The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, has already changed the way people throughout the world think about selling products and disseminating ideas. **BLINK:** In Blink, Malcolm Gladwell revolutionizes the way we understand the world within. Blink is a book about how we think without thinking, about choices that seem to be made in an instant-in the blink of an eye-that actually aren t as simple as they seem. Why are some people brilliant decision makers, while others are consistently inept? How...



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