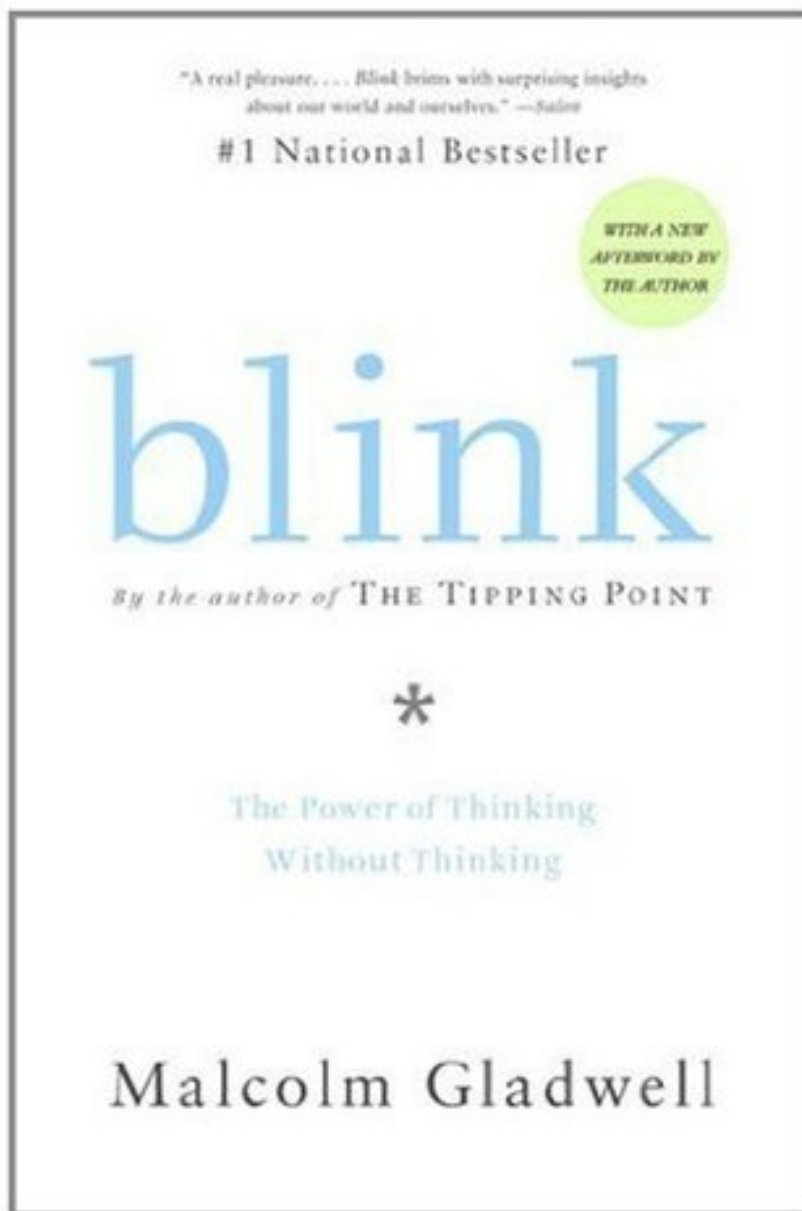


# Blink: The Power of Thinking Without Thinking Book PDF Download



**By:  
Malcolm Gladwell**

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## What people Say:

### Matt Kosinski

Here's Blink in a nutshell:

Split decisions can be good; better than decisions where we take a lot of time to carefully weigh our options and use scientific evidence.

Except when they're not.

Rapid cognition is an exciting and powerful way to use your brain's quick, intuitive capabilities to make stunningly accurate decisions, and can even lead you to have better success in sports, business and politics.

Except when it won't.

We should learn to trust our snap judgments, even in seemingly complex si

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### Doc Opp

As an empirical psychologist by training, I get very annoyed at journalists who simplify things to the point that its no longer even remotely accurate. Such is the case for Blink. This is especially annoying to me, because the book describes my area of research specialization. If you're interested in a fun read, Gladwell is certainly an engaging author. If you're looking for something that accurately describes the research, I'd recommend looking elsewhere.

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For example, Scott Plous's "the psychology of judgment and decision making" (which, despite the title, is not textbook like), or the Heath brothers' "Made to stick".

## Sanjay Gautam

is- what all the stories, case studies, and arguments add up to- an attempt to understand the magical and mysterious thing called Judgement. Its basic premise is: split second decisions (snap judgements); how they can be good and bad.

Gladwell suggests split-seconds decisions are better than the decisions where we take considerable time to weigh our choices and options. He points out that our mind figure things, people, et al. in a blink of an eye. And it is often that these snap judge

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Gladwell suggests split-seconds decisions are better than the decisions where we take considerable time to weigh our choices and options. He points out that our mind figure things, people, et al. in a blink of an eye. And it is often that these snap judgements are much more trustworthy than judgements arrived at rationally. But he does not stop here and goes on further: snap judgements can be misleading, too; he termed it Warren Harding error. He suggested that there are some

instinctive processes that prevent us to see clearly; and hence cloud our judgements.

Blink is an interesting read. It is very well written, and at the same time engages your attention from the start. And writing is reader friendly, perfectly suitable for a layman.

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I bought this book because I was intrigued by the subtitle of the book: The Power Of Thinking Without Thinking. This subtitle was something Zen like, I felt. And when I read it initially, three years ago, I found it resembling with Zen teachings (and koans). Following are two quotes that mainly convey the spirit:

## **Margaret Ross**

I think this book wins my prize for Most Easily Misinterpreted to Serve Personal Agendas. Gladwell gets so into the interesting details of the case he's building, he really doesn't emphasize the final conclusions of the book at all, leaving people to think that the interesting details are the whole point, which is unfortunate. But then again, I'm not 100% sure I got the whole point.

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Most of the folks I know think that this book is about how a person's gut instincts can be a better read of a situation than a read based on thorough study. Which is an idea that most people love, since they don't want to have to do all that boring study anyhow. What's missing from that analysis is that Gladwell later insists (but only at the very end of the book, and almost in passing) that it's the thorough active training and study of a subject that allow a person to have "true" or "correct" gut reads. The guy who can tell who's getting divorced after 60 seconds of hearing them talk spent years coding verbal and physical cues in couples, studying them intensely for years before he was

able to give his 60 second analysis. The art historians were drawing on a vast body of knowledge when they made their judgment about the statue. The cop who read fear instead of aggression and didn't shoot couldn't name what he was seeing, but he'd seen it before. Then he also says that our gut reactions can be easily colored by training we don't even know is there- our prejudices, whether unknown or unacknowledged- influence or reads of a situation as well.

Ultimately, I saw this book as a reaction to and analysis of the Amadou Diallo killing in 1999, with some tips for how to avoid such future tragedies. In that light, I thought it was interesting and even constructive, but only if you pay close attention to the last chapter.

## Ashley

I would put this book in the category of "Freakonomics" and "The Tipping Point." By the same author as the latter title, Malcolm Gladwell, the purpose of this book is to weigh the advantages as well as the disadvantages of the power of the mind's ability to unconsciously leap to conclusions based on what is seen in the proverbial blink of an eye.

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While I have read some negative reviews of Gladwell's book, mostly citing that he fails to inform the reader how to know when to go with your gut and when not to, as well as arguments that he urges readers not to follow their gut when the gut instincts are politically incorrect, I have to disagree with many of them. I think that Gladwell's objective in "Blink" is to make the reader simply aware of their gut instincts and to urge them to consider trusting it more frequently than we do. People tend to

make decisions that are supported by a litany of rationalizations and explanations, but do we always really have reasons for why we do or think what we do? Gladwell is arguing that we don't, and that sometimes it takes the unconscious mind to make those decisions for us. On the flip side, he also argues that sometimes we unconsciously make negative decisions based on that same quick judgment and our predetermined stereotypes, such as with people of other sexes or other races than ourselves.

"Blink" was a very complicated book with many facets and it's hard to explain all of them or review them all without writing an essay. In the end, I think the main goal isn't perfect knowledge of the subject of thinking without thinking, but rather consideration of it and how it can benefit us or hinder us both individually and as a society.