



Quicklet - What The Dog Saw

Sandy Baird

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Quicklets: Learn More. Read Less. Malcolm Gladwell is a bestselling author, journalist, and speaker. He has been a staff writer for The New Yorker since 1996, and reported on business and science for The Washington Post from 1987 to 1996. He has written four books, The Tipping Point: How Little Things Make a Big Difference (2000), Blink: The Power of Thinking Without Thinking (2005), Outliers: The Story of Success (2008), and What the Dog Saw: And Other Adventures (2009). All four of these books were New York Times Bestsellers. His 1999 profile in the The New Yorker of Ron Popeil won a National Magazine Award, and in 2005 he was named one of Time Magazine's 100 Most Influential People. Gladwell was born in England, grew up in Ontario, and currently lives in New York City. What the Dog Saw is a compilation of stories published in The New Yorker. It debuted at #3 on the New York Times Bestseller List, where it stayed within the top 3 listings for 3 weeks, and spent a total of 16 weeks on the list. It was an Amazon.com Top 25 seller for the month of November 2009. What the Dog Saw was also named to Bloombergs Top Business Books of 2009. Quicklets: Learn More. Read Less.

CHAPTER OUTLINE

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- Additional Reading
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