

The Power of Thinking

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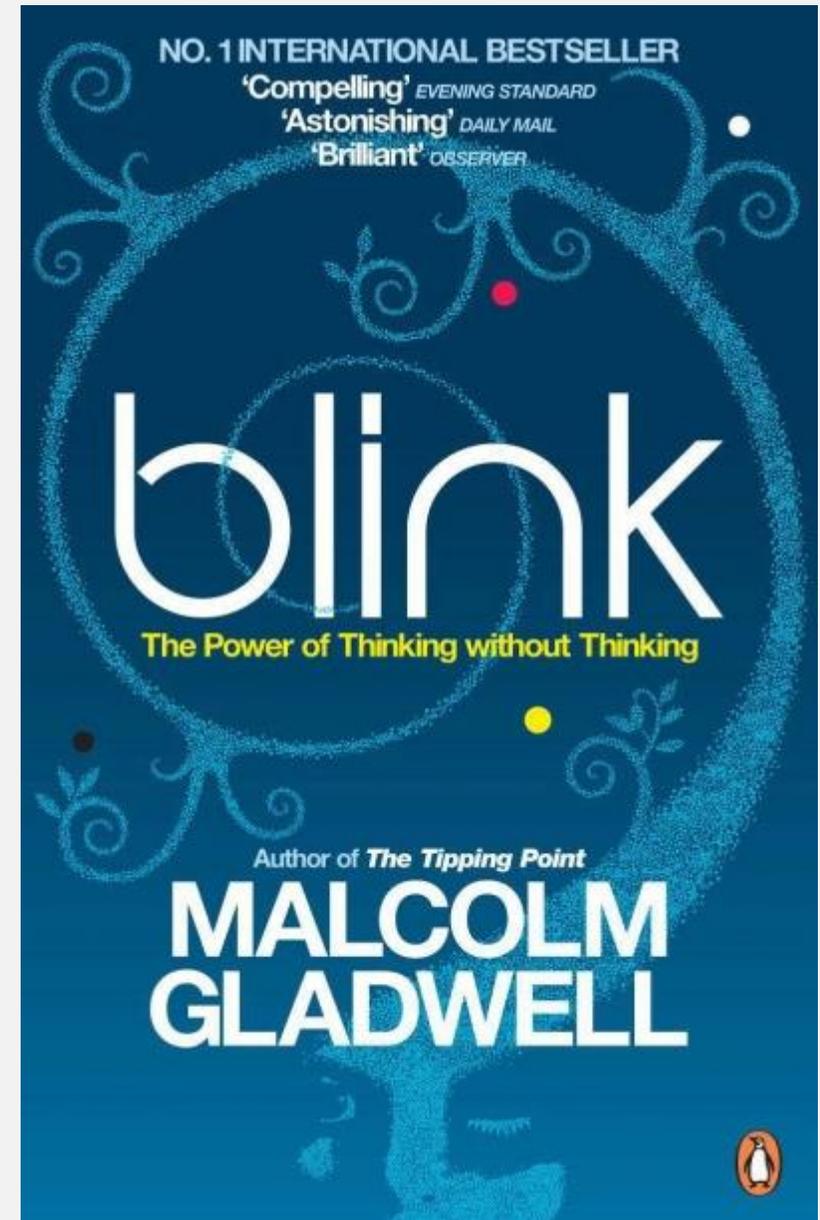
Malcolm Gladwell

- English-born Canadian journalist, author, and public speaker
- "college was not an ... intellectually fruitful time for me,,
- "[I]t was much more interesting to write a piece about someone who made a T-shirt for \$8 than it was to write about a dress that costs \$100,000. I mean, you or I could make a dress for \$100,000, but to make a T-shirt for \$8—that's much tougher.,,
- concept of the "talent myth" - companies and organizations, in his view, incorrectly follow
- management and executives are all too ready to classify employees without ample performance records and thus make hasty decisions.
- promotions are often incorrectly made, putting employees into positions they should not have and keeping other, more experienced employees from rising.
- narcissistic personality types are more likely to climb the ladder, since they are more likely to take more credit for achievements and take less blame for failure



BLINK

- Combines: psychology and behavioral economics on the adaptive unconscious
- Wide range of examples from science and medicine (including malpractice suits), sales and advertising, gambling, speed dating (and predicting divorce), tennis, military war games, and movies and popular music.
- instinctive ability to mind-read, which is how we can get to know a person's emotions just by looking at his or her face



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Instincts, quick decisions

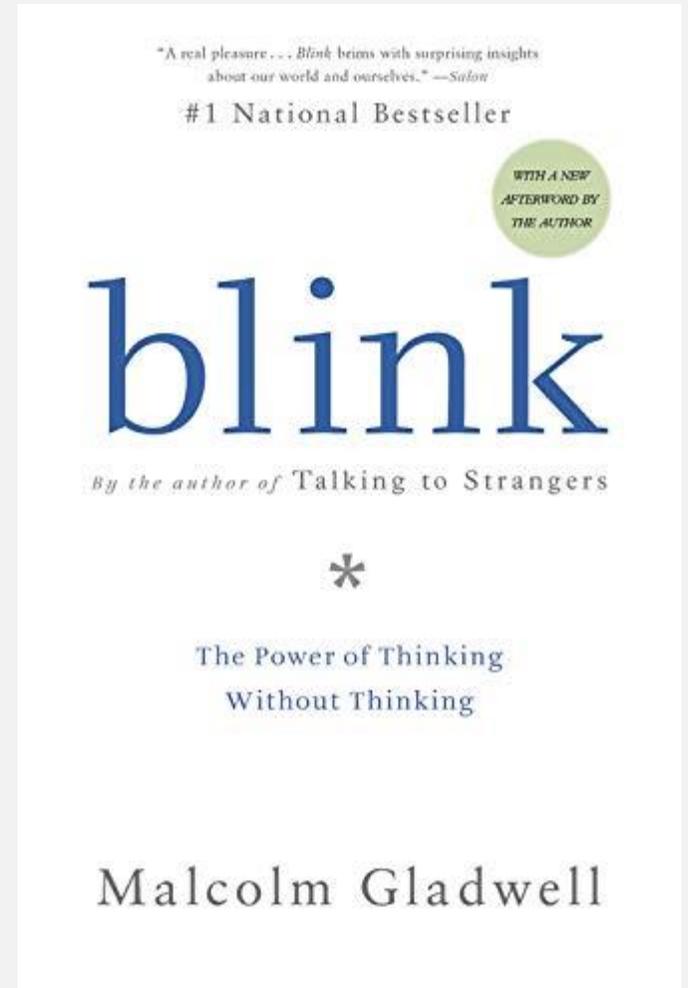
past experiences can lead people to make informed decisions very rapidly

HIS HAIR- special attention (positive, negative)

first impression (videos different long), new situation

decision of the book, if i read or no

Dont judge (parents teach)



chair new design

Make stuff up...if we dont know something

poster-which u like take home (why, 1 group, the other no)



Coke VS Pepsi



3 RULES:

1: quick decisions can be as good, as the ones we think about long

2: instincts management (how to trust, when shouldn't we)

3: judgement according to little information.. Reaction can be controlled



Thank you!

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