



What the Dog Saw: And Other Adventures

By Malcolm Gladwell

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What is the difference between choking and panicking? Why are there dozens of varieties of mustard-but only one variety of ketchup? What do football players teach us about how to hire teachers? What does hair dye tell us about the history of the 20th century?

In the past decade, Malcolm Gladwell has written three books that have radically changed how we understand our world and ourselves: *The Tipping Point*; *Blink*; and *Outliers*. Now, in *What the Dog Saw*, he brings together, for the first time, the best of his writing from *The New Yorker* over the same period.

Here is the bittersweet tale of the inventor of the birth control pill, and the dazzling inventions of the pasta sauce pioneer Howard Moscovitz. Gladwell sits with Ron Popeil, the king of the American kitchen, as he sells rotisserie ovens, and divines the secrets of Cesar Millan, the "dog whisperer" who can calm savage animals with the touch of his hand. He explores intelligence tests and ethnic profiling and "hindsight bias" and why it was that everyone in Silicon Valley once tripped over themselves to hire the same college graduate.

"Good writing," Gladwell says in his preface, "does not succeed or fail on the strength of its ability to persuade. It succeeds or fails on the strength of its ability to engage you, to make you think, to give you a glimpse into someone else's head." *What the Dog Saw* is yet another example of the buoyant spirit and unflagging curiosity that have made Malcolm Gladwell our most brilliant investigator of the hidden extraordinary.

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Editorial Review

From Publishers Weekly

Gladwell's fourth book comprises various contributions to the *New Yorker* and makes for an intriguing and often hilarious look at the hidden extraordinary. He wonders what... hair dye tell[s] us about twentieth century history, and observes firsthand dog whisperer Cesar Millan's uncanny ability to understand and be understood by his pack. Gladwell pulls double duty as author and narrator; while his delivery isn't the most dramatic or commanding, the material is frequently astonishing, and his reading is clear, heartfelt, and makes for genuinely pleasurable listening. *A Little, Brown hardcover. (Nov.)*

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Review

GREAT PRAISE FOR *WHAT THE DOG SAW*:

"[Malcolm Gladwell] is one of the brightest stars in the media firmament...Gladwell's clear prose and knack for upending conventional wisdom across the social sciences have made *The Tipping Point*, *Blink* and *Outliers*, as well as his lengthy magazine features on topics ranging from cool-hunting to ketchup, into must reads." (**Time.com Alex Altman**)

"This evidence of a Gladwell effect helps to predict something larger: that Mr. Gladwell's new book will be as successful as his first three...This book full of short conversation pieces is a collection that plays to the author's strengths. It underscores his way of finding suitably quirky subjects (the history of women's hair-dye advertisements; the secret of Heinz's unbeatable ketchup; even the effects of women's changing career patterns on the number of menstrual periods they experience in their lifetimes) and using each as gateway to some larger meaning." (*New York Times Janet Maslin*)

"Gladwell is a writer of many gifts. His nose for the untold back story will have readers repeatedly muttering, "Gee, that's interesting!" He avoids shopworn topics, easy moralization and conventional wisdom, encouraging his readers to think again and think different...Some chapters are masterpieces in the art of the essay." (*The New York Times Book Review Steven Pinker*)

"Uniformly delightful...Malcolm Gladwell can write engrossingly about just about anything...His witty, probing articles are as essential to David Remnick's *New Yorker* as those of Wolcott Gibbs and A.J. Liebling were to Harold Ross's...Gladwell has a gift for capturing personalities, a Borscht Belt comic's feel for timing and a bent for counterintuitive thinking. He loves to start a piece by settling you onto a cushion of received ideas, then yanking it out from under you."- (*Bloomberg News Craig Seligman*)

"Malcolm Gladwell triumphantly returns to his roots with this collections of his great works from *The New Yorker* Magazine....Do yourself a favor and curl up with *What the Dog Saw* this week: It is more entertaining and edifying than should be legal for any book." (*Louisville Courier-Journal Scott Coffman*)

"In *What the Dog Saw*, Malcolm Gladwell leads the reader on delightful side excursions, shows with insightful conversation how one path interweaves with another, and suggests meaning-he is, in short, an interpretative naturalist of American culture." (*The Oregonian Alice Evans*)

About the Author

Malcolm Gladwell has been a staff writer with the *New Yorker* magazine since 1996. He is the author of *The*

Tipping Point, *Blink*, and *Outliers*, all of which were number one *New York Times* bestsellers. Prior to joining the *New Yorker*, he was a reporter with the *Washington Post*, where he covered business, science, and then served as the newspaper's New York City bureau chief. Gladwell was born in England, grew up in rural Ontario, and now lives in New York City.

Users Review

From reader reviews:

Christina Evert:

As people who live in the actual modest era should be upgrade about what going on or information even knowledge to make these keep up with the era and that is always change and move ahead. Some of you maybe can update themselves by reading through books. It is a good choice for you but the problems coming to anyone is you don't know what one you should start with. This What the Dog Saw: And Other Adventures is our recommendation to help you keep up with the world. Why, as this book serves what you want and wish in this era.

Elizabeth Jamerson:

The guide with title What the Dog Saw: And Other Adventures includes a lot of information that you can learn it. You can get a lot of gain after read this book. This book exist new expertise the information that exist in this publication represented the condition of the world currently. That is important to you to be aware of how the improvement of the world. This kind of book will bring you inside new era of the the positive effect. You can read the e-book on your smart phone, so you can read that anywhere you want.

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Judith Bowman:

What is your hobby? Have you heard which question when you got pupils? We believe that that concern was given by teacher to the students. Many kinds of hobby, Every person has different hobby. And you know that little person such as reading or as looking at become their hobby. You have to know that reading is very important in addition to book as to be the matter. Book is important thing to provide you knowledge, except your current teacher or lecturer. You find good news or update concerning something by book. Amount types of books that can you take to be your object. One of them are these claims What the Dog Saw: And

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