

## A Joosr Guide to... Blink by Malcolm Gladwell: The Power of Thinking Without Thinking



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Popular opinion tells us that reasoned rationalized judgment is preferable over instinctive decision-making. But what if we could skip the long process of rigorous evaluation? Harness the power of intuitive thinking, and discover techniques that will allow you to instinctively arrive at the right decisions.

Humans use their power of instinctive thinking to make thousands of tiny decisions every day, from what route to take to work to how to make a cup of tea in the morning. But the possibilities of intuitive thinking are far broader than the minutiae of our daily routines. By implementing a simple technique called "thin-slicing," we can instantly analyze vast amounts of collected information to gain insights that drive our ability to think intuitively. Blink will help you learn better and operate more effectively by enabling you to rely on your innate human intelligence to find solutions or answers to even the most complex questions.

You will learn:

 $\cdot$  Why expert intuition can sometimes be more reliable than scientific evidence

 $\cdot$  How the unconscious mind in able to filter irrelevant information to focus only on the vital facts

 $\cdot$  What "mind-blindness" is, and how to avoid it.

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