

What *the* Dog Saw

READ BY THE AUTHOR

MALCOLM
GLADWELL

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 twentieth 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 you'll find the bittersweet tale of the inventor of the birth control pill, and the dazzling creations of pasta sauce pioneer Howard Moskowitz. 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 why it was that employers 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.



MALCOLM GLADWELL has been a staff writer with *The New Yorker* magazine since 1996, and all of the essays in *What the Dog Saw* first appeared in the pages of that magazine. He is the author of three other books, *The Tipping Point: How Little Things Can Make a Big Difference*; *Blink: The Power of Thinking Without Thinking*; and *Outliers: The Story of Success*, 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 and science and also 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. For more information about the author, visit www.gladwell.com.



Running Time: 13 Hours • Unabridged

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