



Blink: Inteligencia Intuitiva / Blink: The Power of Thinking Without Thinking: Por Que Sabemos La Verdad En DOS Segundos? (Paperback)

By Malcolm Gladwell

DEBOLSILLO, 2017. Paperback. Condition: New. Language: Spanish . Brand New Book. En este libro revolucionario, el periodista estadounidense Malcolm Gladwell nos explica como pensamos sin pensar, de donde proceden las decisiones que parece que tomamos en dos segundos, pero que no son tan simples como aparentan. Por que algunas personas son brillantes a la hora de decidir y otras son torpes una y otra vez? Por que algunos siguen su instinto y triunfan, mientras que otros acaban siempre dando un paso en falso? Cual es el funcionamiento real del cerebro en el trabajo, en clase, en la cocina o en la cama? Y por que las mejores decisiones suelen ser las mas dificiles de explicar? Gladwell nos presenta a un psicologo que ha aprendido a predecir si un matrimonio puede durar con solo observarles unos minutos; a un entrenador de tenis que sabe cuando un jugador hara doble falta antes incluso de que la raqueta toque la bola; a un experto en antiguedades que reconoce una falsificacion de un solo vistazo. Este libro revela que quienes son buenos tomando decisiones no son aquellos que procesan mas informacion o que dedican mas tiempo a deliberar, sino aquellos que han perfeccionado el...



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