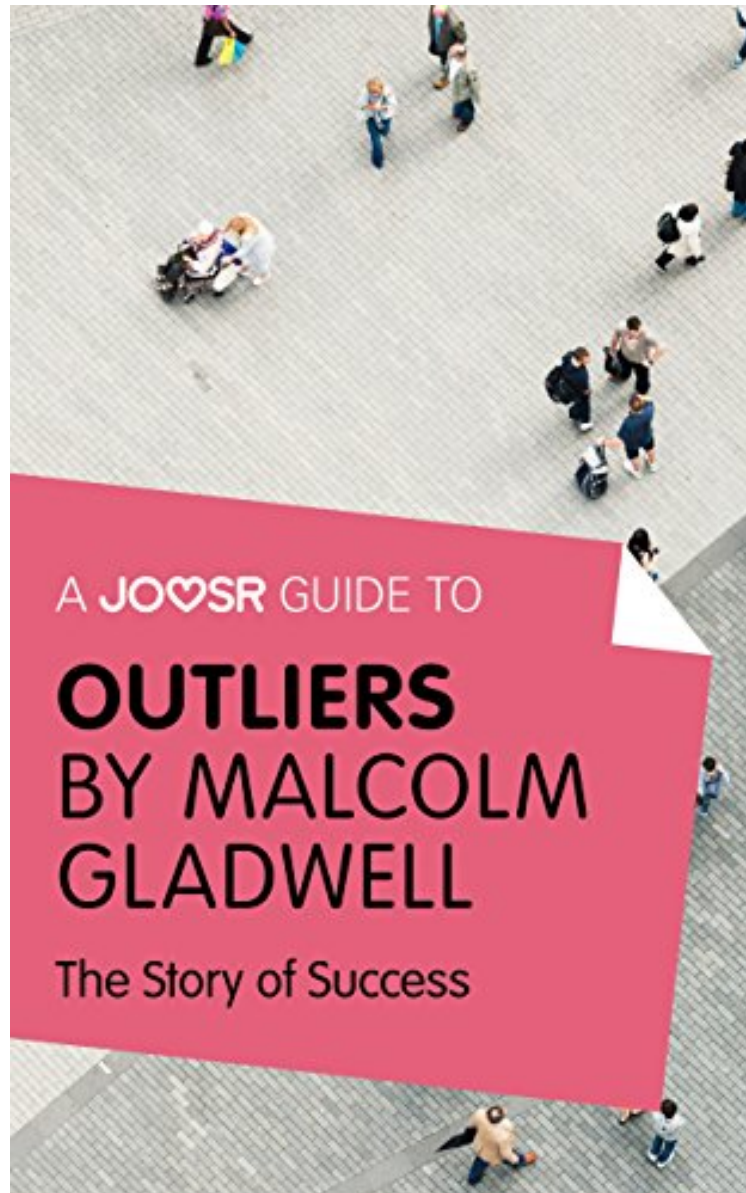


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A Joosr Guide to... Outliers by Malcolm Gladwell: The Story of Success

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What separates the exceptionally successful from the rest of us? Is it talent, hard work or plain dumb luck? *Outliers* by Malcolm Gladwell rejects the popular world-view that extraordinary success is attained through hard work, determination and application of knowledge and intelligence. Instead, though numerous examples from the Beatles to Bill Gates, Gladwell demonstrates the crucial impact of factors beyond our control in mapping our destiny. Cultural origin, lucky breaks and even geography all have a part to play in both our successes and our failures. You will learn:

- How to recognize intriguing patterns in the lives of super-successful individuals.
- Why circumstances out of your control-such as the year or even the month you were born-can determine whether you'll be picked for the sports team or become a computer mogul.
- What it takes to transcend the mediocre to achieve outstanding success.