

In Mass Market—The Very Best of MALCOLM GLADWELL'S Brilliant New Yorker Essays

Int'l MM
May 2010

What *the* Dog Saw



and other adventures

MALCOLM GLADWELL

#1 bestselling author of *The Tipping Point*

WHAT THE DOG SAW : AND OTHER ADVENTURES

Malcolm Gladwell

The international bestselling collection of the very best of Malcolm Gladwell's brilliant New Yorker essays in mass market.

Over the past decade, Malcolm Gladwell has become the most gifted and influential journalist in America. In *The New Yorker*, his writings are such must-reads that the magazine charges advertisers significantly more money for ads that run within his articles. With his #1 bestsellers, *The Tipping Point*, *Blink* and *Outliers*, he has reached millions of readers. And now the very best and most famous of his *New Yorker* pieces are collected in a brilliant and provocative anthology.

Among the pieces: his investigation into why there are so many different kinds of mustard but only one kind of ketchup; a surprising assessment of what makes for a safer automobile; a look at how we hire when we can't tell who's right for the job; an examination of machine built to predict hit movies; the reasons why homelessness might be easier to solve than manage; his famous profile of inventor and entrepreneur Ron Popeil; a look at why employers love personality tests; a dissection of Ivy League admissions and who gets in; the saga of the quest to invent the perfect cookie; and a look at hair dye and the hidden history of postwar America. For the millions of Malcolm Gladwell fans, this anthology is like a greatest hits compilation—a mix tape from America's alpha mind.

Also available:

Outliers, Int'l MM, \$7.99, 978-0-316-05628-1
Cart. 48 QTY. _____

Blink, Int'l MM, \$7.99, 978-0-316-05790-5
Cart. 48 QTY. _____

The Tipping Point, Int'l MM, \$7.99, 978-0-316-67907-7
Cart. 48 QTY. _____

MAY 2010

INT'L MM

978-0-316-08465-9

\$7.99

Carton Qty. 48(T)

Psychology — Back Bay

Open Market

Order Qty

MALCOLM GLADWELL is a staff writer for *The New Yorker*. He was formerly a business and science reporter at the *Washington Post*.

Account: _____ Account#: _____ Date: _____

PO: _____ Shipper: _____ SEA/AIR (Please indicate)

 hachette
BOOK GROUP

Fax: 1.212.364.0933 Tel: 1.212.364.1285

international@hbgusa.com

Titles are subject to rights availability and may not be available from HBG in certain markets. Prices and on-sale dates subject to change without notice. Please visit www.hbgusa.com for full export catalogs.