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MALCOLM GLADWELL is a staff writer for *The New Yorker*. He was formerly a business and science reporter at the *Washington Post*. His previous books, *The Tipping Point* and *Blink* were #1 international bestsellers, and both titles have sold over 2 million net copies each. His latest bestseller *Outliers* has been on the NYT list for 19 weeks and counting.

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