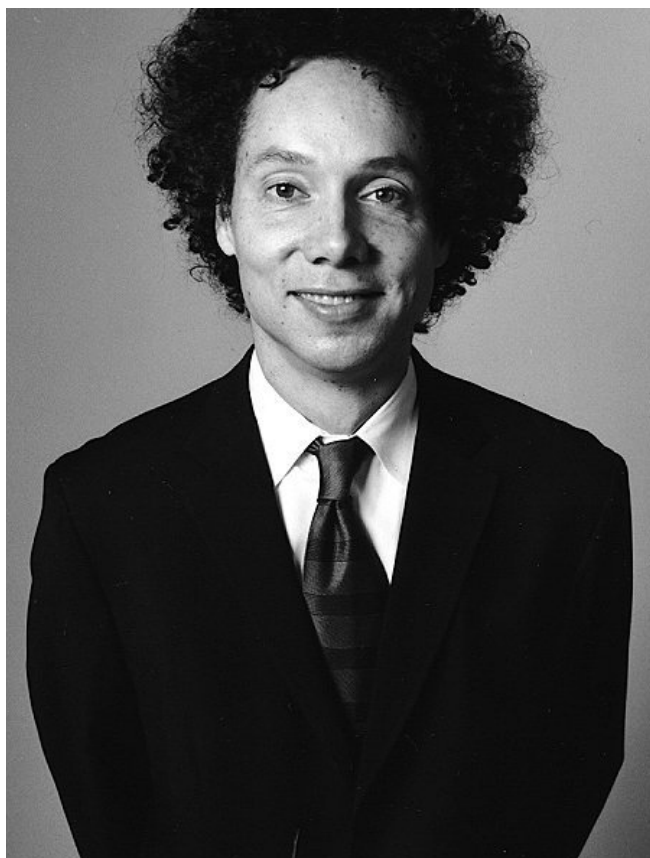


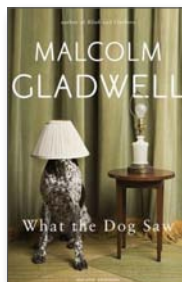
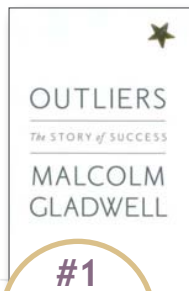
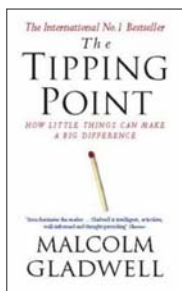
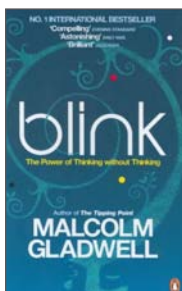
The far more useful question, I believe, is not what successful people are like, but rather *where are they from.*



Malcolm Gladwell

□ *Insights from the social sciences that are transforming business & culture. Phenomenal best-selling author.* □

An incomparable gift for making new ideas in the social sciences understandable, practical and valuable to both business and general audiences. Author of two perennial bestsellers. Newest book: *Outliers: The Story of Success*. One of *Time Magazine's* 100 Most Influential People.



Author of *What the Dog Saw*, *Outliers*, *Blink* and *The Tipping Point*.

Staff writer, *The New Yorker*.

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Ahead of the Curve

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Author, *What the Dog Saw*, *Outliers*, *Blink* and *The Tipping Point*

Highlights

Malcolm Gladwell has an incomparable gift for interpreting new ideas in the social sciences and making them understandable, practical and **valuable to business** and general audiences alike.

He's become so successful at this that, in 2005, *Time* Magazine named Malcolm one of its 100 Most Influential People.

Malcolm's book *Outliers: The Story of Success* is having an even greater impact than his first two books. In *Outliers*, Malcolm suggests an exciting new approach to **helping people succeed** by using the factors that really foster success. *Outliers* debuted as a #1 bestseller for *The New York Times*, *The Wall Street Journal*, *The San Francisco Chronicle*, Barnes & Noble, and *Publisher's Weekly*.

He is the author of two other *New York Times* #1 bestsellers, *The Tipping Point* and *Blink*.

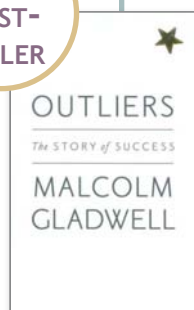
With his first book Malcolm embedded the concept of **The Tipping Point** in our everyday vocabulary and gave organizations new tools for understanding how trends work.

In *Blink* he analyzed first impressions—the snap judgments that we all make unconsciously and instinctively—and he explores how we can master this important aspect of successful decision-making.

Malcolm is a staff writer for the *New Yorker* magazine. His editor describes his work as a new genre of story, an idea-driven narrative that's focused on the everyday and combines research with material that's more personal, social and historical. He now has another bestseller, **What the Dog Saw**, a compilation of essays from his writings in *The New Yorker* magazine.

He was previously a reporter for the *Washington Post*.

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Outliers

□ An exciting new approach to nurturing success. □

The secrets of success can be decoded—and copied and reconstructed.

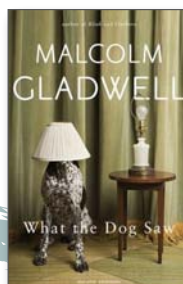
Why are people successful?

In his stunning new book, Malcolm Gladwell reveals the real—and mostly overlooked—**secrets to extraordinary success**. As in his earlier books, Malcolm builds his case with stories of real people, brilliantly told from an all-new perspective.

He concludes that we pay far too much attention to what successful people are like, and too little attention to *where successful people are from*: their culture, their family, and their generation. He explains what Bill Gates, the Beatles and other world-class successes have in common, how culture affects their careers and performance, why Asians are good at math and what drives the so-called “achievement gap” in American education.

Along the way, he overturns many of our conventional notions about what makes a person successful. He creates an **entirely new model for nurturing success** and suggests ways to give people the best opportunities to succeed that are based on the factors that really matter.

Because we so profoundly personalize success, we squander human potential. We miss opportunities to lift others onto the top rung.



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