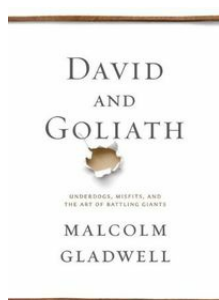


# DAVID AND GOLIATH: UNDERDOGS, MISFITS, AND THE ART OF BATTLING GIANTS

In his #1 bestselling books *The Tipping Point*, *Blink*, and *Outliers*, Malcolm Gladwell has explored the ways we understand and change our world. Now he looks at the complex and surprising ways the weak can defeat the strong, the small can match up against the giant, and how our goals (often culturally determined) can make a huge difference in our ultimate sense of success. Drawing upon examples from the...



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Any fool can spend money. But to earn it and save it and defer gratification then you learn to value it differently. Malcolm Gladwell, *David and Goliath: Underdogs, Misfits, and the Art of Battling Giants* //

When people in authority want the rest of us to behave, it matters first and foremost how they behave. This is called the principle of legitimacy, and legitimacy is based on three things. First of all, the people who are asked to obey authority have to feel like they have a voice that if they speak up, they will be heard. Second, the law has to be predictable. There has to be...

## Reader's Opinions

I was not impressed. Although I have liked Gladwell's other books, this one was a miss. While I recognize that he finds empirical studies to support the central ideas of his books and am generally okay with that, he went too far with *David and Goliath*. It was clear that he had a conviction that he wanted to persuade