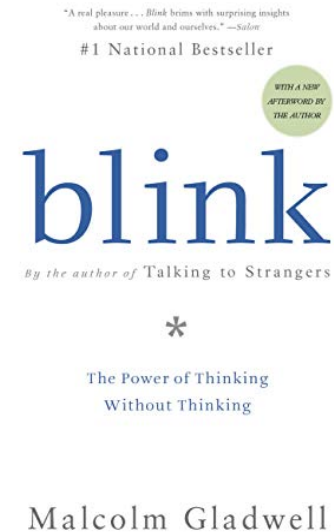


Blink Book Summary (PDF) by Malcolm Gladwell

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Why This Book Matters:

Blink explains how humans can decide within a split-second thanks to their unconscious. Though this is a powerful tool, several factors can make it unreliable, including stress and bias.

The Big Takeaways:

1. **Your first impressions of a situation are often your best indicator of truth.**
 1. If Your unconscious judgment is often more reliable than your conscious judgment when it comes to making decisions.
2. **Your unconscious judgment can decide what is important almost immediately.**
 1. Our unconscious knows what is important and what is not.
3. **We often act now and think later.**

1. We listen to what our unconscious has to say more than we think, especially when it comes to our emotions.
4. **Stress can hinder our judgment.**
 1. The more stress a person is under, the less in-tune they are with their unconscious.
5. **People hold internal biases that influence their judgment.**
 1. The only way to change these biases is to experience.

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