



Lo Que Vio El Perro: Y Otras Aventuras / What the Dog Saw: And Other Adventures (Paperback)

By Malcolm Gladwell

DEBOLSILLO, 2017. Paperback. Condition: New. Language: Spanish . Brand New Book. Solo poniendose en la piel de un perro, penso Gladwell, podria destapar los secretos de Cesar Millan, el encantador de perros, capaz de calmar al animal mas inquieto o enfurecido con un simple gesto. El ensayo que da titulo a este libro es un divertido y eficaz ejemplo del metodo gladwelliano, consistente en mirar el problema con ojos ajenos. Gladwell nos trae historias de todos los rincones del mundo moderno: investiga las agridulces vidas de genios menores, audaces y obsesivos como el senor Heinz, responsable de que solo exista un tipo de ketchup frente a docenas de variedades de mostaza; nos revela la trascendencia de la evolucion del tinte capilar en la historia del siglo XX; compara el metodo de busqueda de armas de destruccion masiva con el de deteccion del cancer. Autor de tres bestsellers que han dado un vuelco a nuestra manera de entender el mundo, Gladwell ha elegido los que consideraba sus mejores articulos, diseminados en distintos numeros de la mitica revista The New Yorker y nueva muestra de su insaciable curiosidad. ENGLISH DESCRIPTION What is the difference between choking and panicking? Why are there dozens...



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