



of their upbringing. Along the way, Gladwell reveals what the Beatles and Bill Gates have in common, the reason you've never heard of the smartest man in the world, why almost no star hockey players are born in the fall, and why, when it comes to plane crashes, where the pilots are born matters as much as how well they are trained.

Lives of outliers – people whose achievements fall outside normal experience – follow a peculiar and unexpected logic, and in uncovering that logic, Gladwell presents a fascinating and provocative blueprint for making the most of human potential.

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