OUTLIERS: THE STORY OF SUCCESS
BY MALCOLM GLADWELL

Publisher: Penguin Books
Year: 2008
The Book is divided into two parts

**Opportunity**
- The Matthew effect
- The 10000 Hour Rule
- The Trouble with Genius, Part I
- The Trouble with Genius, Part II
- The Three Lessons of Joe Flom

**Legacy**
- Harlan, Kentucky
- The Ethnic Theory of Plane Crashes
- Rice Paddies and Math Tests
- Marita’s Bargain
PURPOSE

• To help readers unchain their mentality from the much advertised theory of gifted persons.

Specific factors which determine the course of success
SUMMARY

• The Book narrates & analyses the journey of eminent personalities, Outlier in respective fields: to geniuses, business tycoons, rock stars, and software bigshots.

• Tried to uncover the secrets of a remarkable lawyer and figure out why Asians are so good at math.

• Argues that there is something profoundly wrong with the way we make sense of success.
Ecology of success

Accident of Time

Parentage

Accumulated Advantages

Age

Institutions
Case Study of Joe Flom

- Rags to Riches - story of Joe Flom

- Change in economic conditions assigned higher value to a previously unrecognized skill.
THE 10000 HOUR RULE

• Story of Bill Joy
• Beatles
• Bill Gates
CULTURAL LEGACY

PLANE CRASHES

• Korean Air Plane Crashes.

• Hofstede’s Theory of “Power Distance Index”.

• Turn around of Korean Air.
RICE PADDY AND MATH TESTS

• Why Asians have built – in advantages in Math?

• The culture of hard work prevailed in paddy cultivation.

Agriculture was not mechanized.

Paddy hard work compared to hard work done by their children in solving maths problem.
EVALUATION

- Empirical psychological study
- Appealing & Convincing narrative style
- Diversity of Case Studies
- Chris Langan- success or not?
- Oversimplified analysis
CONCLUSION

- There are many coordinates of success – talent, hard work, opportunity, passion, cultural legacy, parenting etc.

To quote from the Book itself “the success is not exceptional or mysterious, it is grounded in a web of advantages & inheritances, some deserved, some not, some earned, some just plain lucky – but all critical to making them who they are. The outliers, in the end, is not an outlier at all”.
THANK YOU