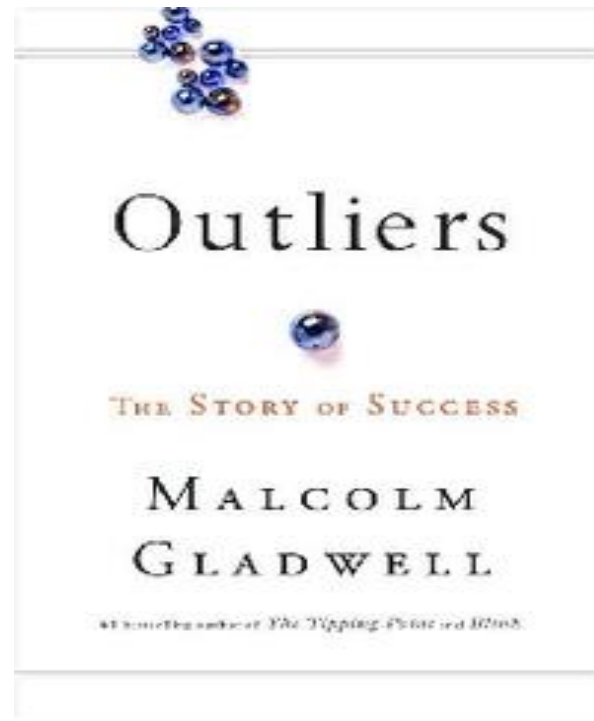


*OUTLIERS: THE STORY OF
SUCCESS*
BY MALCOLM GLADWELL




*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

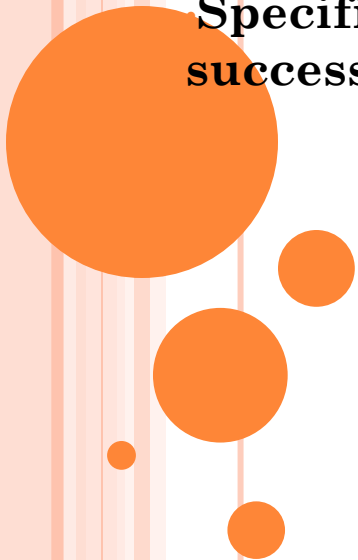
Legacy

- 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

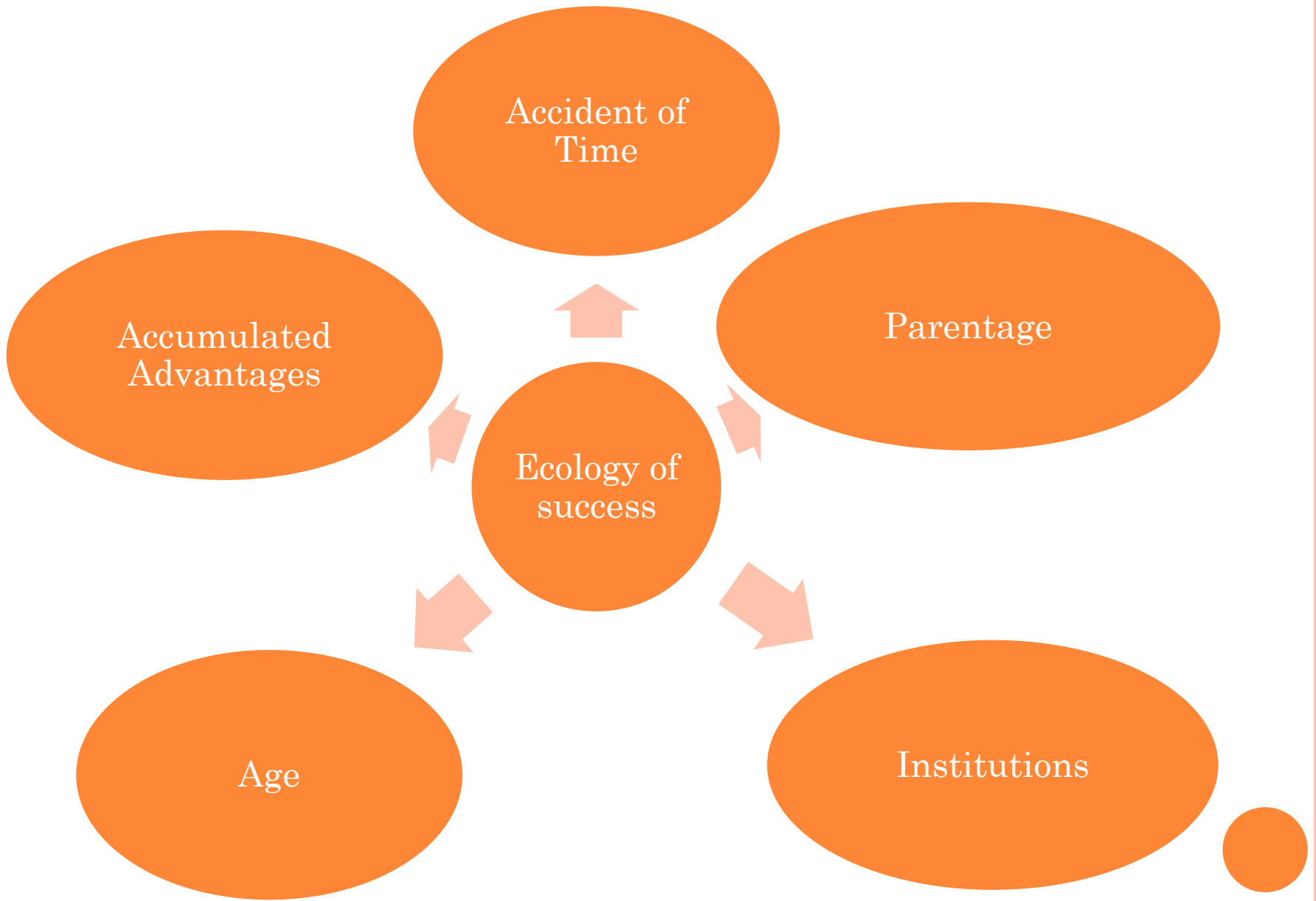


SUMMARY

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

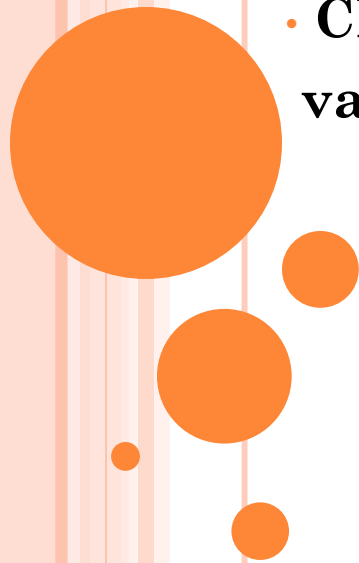
- **Tried to uncover the secrets of a remarkable lawyer and figure out why Asians are so good at math.**

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



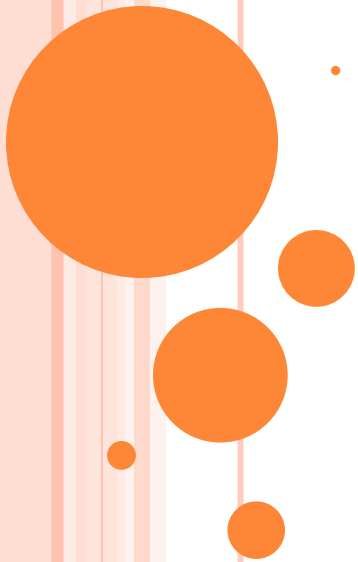
CASE STUDY OF JOE FLOM

- **Rags to Riches - story of Joe Flom**
- **Change in economic conditions assigned higher value to a previously unrecognized skill.**



THE 10000 HOUR RULE

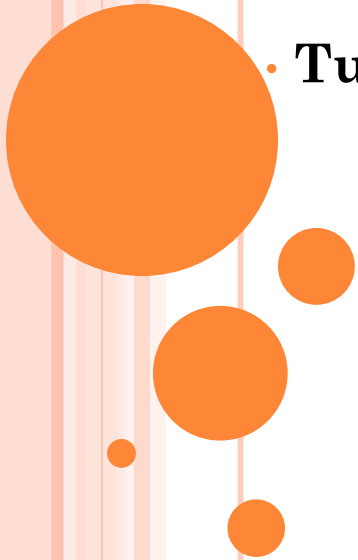
- **Story of Bill Joy**
- **Beatles**
- **Bill Gates**



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

