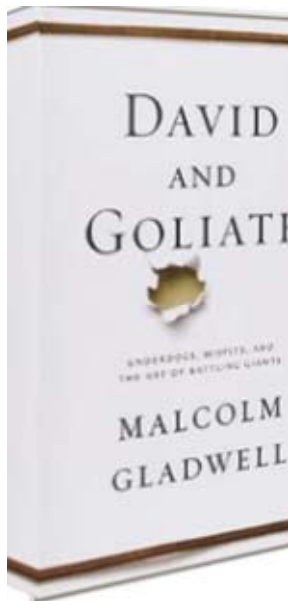




Biz Books AND Breakfast

October 14, 2014

David and Goliath, by Malcolm Gladwell



BOOK SUMMARY

Gladwell uncovers the hidden rules that shape the balance between the weak and the mighty, the powerful and the dispossessed.

KEY POINTS

- Identify your own disadvantages. Read stories of those with similar disadvantages who turned them into advantages. Read – and learn – and “copy.”
- Don’t jump to conclusions about what will work. Remember the lesson of the “Inverted Curve” – a good thing can become a bad thing when it is too much of the good thing.
- Work on developing your strengths. Really work at this! – Work long, and hard, at this.
- Play “your game.” Don’t try to win at “their game” – unless you genuinely have mastered that game, also.
- Choose your pond wisely. Do not be a small fish in a big pond. Do everything you can to choose a pond where you can be a “player,” a “big fish.” If you do so, you will be more productive, and more successful.
- Giants are not what we think they are. The same qualities that appear to give them strength are often sources of great weakness.
- Don’t try to win by playing under the rules of the Giant.
- Play the cards you have, and clearly understand those cards.