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A Joosr Guide to... David and Goliath by Malcolm Gladwell: Underdogs, Misfits and the Art of Battling Giants

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What is the secret behind David defeating Goliath? Learn to overcome disadvantages and emerge victorious, in the face of extreme challenges.

David and Goliath explains what it takes to defeat an intimidating opponent that appears to have you at a disadvantage. He presents classic examples in history, scientific studies, and challenges faced by modern day people to show that any underdog has the chance to become a successful David. Not only does this book show you how other people did it, it will also show you how you can do it too.

You will learn:

· How to spot the disadvantages of a Goliath which you can exploit in order to win.

· What you can do to turn your own disadvantages into strengths.

· How you can change the rules of the game in order to defeat your giants.

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