

David and Goliath

Malcolm Gladwell

This is a book about what happens when ordinary people confront giants. By Giants, I mean powerful opponents of all kinds – armies, mighty warriors

Should I play by the rules or follow my own instincts? Should I persevere or give up? Should I strike back or forgive?

Power can come in other forms as well- in breaking rules, in substituting speed and surprise for strength.

When an underdog fights like David, they usually win. Most of the time, underdogs don't fight like David !

We spend a lot of time thinking about the ways that prestige and resources belonging to elite institutions make us better off. We don't think how these could limit our options.

**Money makes parenting easier
upto a point of time, that point is
75,000 \$ p.a in the USA**

Rich parents cannot say we cant afford something, instead they need to tell their kids, we wont do this. This is true for first generation parents who became rich through hard work.

Most efficiencies have inverted U curves, there's the left hand side where doing more gets more, there's the flat middle where doing more makes no difference and the right slope where doing more actually makes things worse.

Sometimes a disadvantage makes us focus on what can be done in other areas.

‘Capitalization learning’ is something we get good at by building on the strengths we are naturally given.

‘Compensation learning’ on the other hand is really hard. It requires that you overcome your insecurity and humiliation.

Innovators have to be open. They must imagine things that others cannot and be willing to challenge their own preconceptions.

An Innovator who has brilliant ideas but lacks the discipline and persistence to carry them out is merely a dreamer.

Courage is not something you already have that makes you brave when the tough times start. Courage is what you earn when you've been through the tough times and you discover they aren't so tough after all.

The principle of legitimacy is based on three things. First, people who obey have to feel like they have a voice, that if they speak up, they will be heard. Second, the law has to be predictable. There has to be a reasonable expectation that rules tomorrow will be the same as today. And three, authority has to be fair. It cannot treat one group differently from another.

