

Contents

INTRODUCTION

The Statue That Didn't Look Right 3

ONE

The Theory of Thin Slices: How a Little
Bit of Knowledge Goes a Long Way 18

TWO

The Locked Door: The Secret Life of
Snap Decisions 48

THREE

The Warren Harding Error: Why We Fall
For Tall, Dark, and Handsome Men 72

FOUR

Paul Van Riper's Big Victory:
Creating Structure for Spontaneity 99

FIVE

Kenna's Dilemma: The Right –
and Wrong – Way to Ask People
What They Want 147

SIX

Seven Seconds in the Bronx:
The Delicate Art of Mind Reading 189

CONCLUSION

Listening with Your Eyes:
The Lessons of *Blink* 245

Afterword 255

Notes 277

Acknowledgments 284

Index 287