Russia's good economic fortunes that brought growth of more than 7 percent between 2003 and 2007, swiftly reversed into a recession, which saw gross domestic product shrinking by 10.1 percent in the first half of 2009. The vast majority of the state spending, or 6.5 trillion roubles, came in the first six months of the crisis, which saw the rouble weaken by a third and halted production as demand and capital deteriorated.

"Outlier" is a scientific term to describe things or phenomena that lie outside normal experience that they are as puzzling to the rest of us as a cold day in August. "Outlier" is a book about those two seconds, because I think most days to be somewhere between warm and very hot. But imagine if you had a day in the middle of August where the temperature fell below freezing. That day would be outlier. And while we have a very good understanding of why summer days in Paris are warm or hot, we know a good deal less about why a summer day in Paris might be freezing cold. In this book I'm interested in people who are outliers—in the summer but not officials have said it is premature to call the trend sustainable.

The Kremlin's top economic adviser, Arkady Dvorkovich, told Reuters at the Russia Investment Summit that the government's anti-crisis program has tamed the economic decline and that the effects of federal support should be visible this quarter. Dvorkovich said the current measures are sufficient to help lift the economy out of the crisis but the government is ready to spend more if the situation deteriorates.

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The Tipping Point: How Little Things Can Make a Big Difference

Gladwell describes it as a book about change. In particular, it's a book that presents a new way of understanding why change so often happens as quickly and as unexpectedly as it does. For example, why did crime drop so dramatically in New York City in the mid-1990's? How does a novel written by an unknown author end up as national bestseller? Why do teens smoke in greater and greater numbers, when every single person in the country knows that cigarettes kill? What makes TV shows like Sesame Street so good at teaching kids how to read? I think the answer to all those questions is the same. It's that ideas and behavior and messages and products sometimes behave just like outbreaks of infectious disease. They are social epidemics. The Tipping Point is an examination of the social epidemics that surround us.

The New Yorker
Link to an archive of his articles on the New Yorker Site.

Pieces from Slate:

Jan. 10, 2005
The Book Club

April 11, 2002
Checking Out the Checkpoints

Aug. 7, 2000
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There's No I in "Coach," Either

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And the Last Shall be First

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Diaries

June 9, 1998
The Breakfast Table

Feb. 6, 1998
Grisham's Homily

Dec. 12, 1997
The Hackthalon

May 20, 1997
Dialogues
Rent Control
Malcolm Gladwell is the author of five New York Times bestsellers - The Tipping Point, Blink, Outliers, What the Dog Saw, and David and Goliath. He has been named one of the 100 most influential people by TIME magazine and one of the Foreign Policy’s Top Global Thinkers. He has explored how ideas spread in the Tipping Point, decision making in Blink, the roots of success in Outliers, and the advantages of disadvantages in David and Goliath. Malcolm Gladwell was born in Fareham, Hampshire, England on September 3, 1963 to Graham Gladwell, a British mathematics professor and Joyce, a Jamaican psychotherapist. When he was six, Malcolm moved to Elmira, Ontario, Canada with his family. In Canada, Malcolm’s father taught mathematics and engineering at the University of Waterloo where Malcolm sometimes went with his father wandering around the offices and exploring libraries which sparked an early interest of reading and literature in him.