

## Malcolm Gladwell & Steven Levitt LIVE 4.0

Alliance Partner: [ACSP](#)

Subject line:

- Malcolm Gladwell & Steven Levitt LIVE – Last chance to book

Your final chance to see best-selling author and New Yorker columnist, Malcolm Gladwell LIVE. [ACSP](#) members enjoy a special discounted rate – save \$100.



*"The key to good decision making is not knowledge. It is understanding. We are swimming in the former. We are desperately lacking in the latter."* Malcolm Gladwell

Don't miss Malcolm Gladwell & Steven Levitt LIVE in [The Future: Disrupted & Reimagined](#).

Two of the most influential minds of our time deep dive into the social sciences and technology disruption to decode what drives human behaviour, motivation, innovation and success.

Digital technology and constant innovation means traditional business models and methodologies are under immense pressure to change. Gladwell highlights the new skills and knowledge requirements that are essential to keep pace with this everchanging market.

Named one of *TIME* Magazine's 100 most influential people and one of *Foreign Policy*'s Top Global Thinkers, five times best-selling author of *Outliers*, *Blink* and *The Tipping Point*, **Malcolm Gladwell** joins 'rogue' economist and best-selling author of *Freakonomics*, **Steven Levitt** LIVE in Sydney and Melbourne.

An unmissable one-day event for those seeking to:

- Gain insights into technology disruption
- Decipher catalysts to influence change
- Understand key drivers for success
- Interpret human behaviour and motivation

Illuminating, compelling, immediately practical. Don't miss one unforgettable day with Malcolm Gladwell and Steven Levitt.

*"Steven Levitt... an all-purpose intellectual detective... and Malcolm is a superstar!"* **GUARDIAN**

**[BOOK NOW](#)**

**Early Bird Rates End Friday 17<sup>th</sup> November – Save \$100**

Standard Rate: \$895 | **ACSP** Member Rate: \$795 | Ten Or More: \$695 (per person)

MELBOURNE – 4<sup>TH</sup> DECEMBER 2017 | SYDNEY 6<sup>TH</sup> DECEMBER 2017