

Title: Choice Happiness : Spagetti Sauce

malcolm Gladwell

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Essential questions Segmentation

Identifying choice = Success for food Industry = happiness

Questions/Key ideas

Notes:

How did he reinvent?

Howard Moskowitz  
psychophysicist

How to measure happiness =  
how to measure sweetness.

Messy data & educated guesses.

To a worm in horse radish the world is horse radish.

Ask the right question

Not the best Pepsi -

the perfect Pepsi

group data points into clusters.

Ragu : Prego

↓  
adherence.

people don't know what they want.

45 varieties

democratizing taste

Horizontal segmentation rather than Grey Poupon

something to aspire to