Gladwell presents a very interesting theory he calls “thin slicing”. Summarizing his theory, he argues that impulsive decisions are the best decisions. The idea that better results occur through “thinking without thinking” is questionable to me. To begin, I agree that snap decision making is acceptable but only when circumstances force us to use solely our natural instincts. However, as we have learned with countless optical illusions in class, our immediate perception is not always accurate. As with the rat-man example, our perception can differ. Another disagreement I have with Gladwell’s theory and snap decisions is the face value of these decisions. Whether or not impulsive decisions are better or worse than decisions contemplated over time, quick snap decisions are not always satisfactory. In other words, when I make a decision based on my first instincts I do not always feel satisfied with my decision, whether it was wrong or right. At the very least when I weigh a decision heavily I am confident that I chose the better choice to the best of my ability.