SUMMARY OF THE TIPPING POINT



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Likewise, on the path toward the tipping point, many trends are ushered into popularity by small groups of individuals that can be classified as Connectors, Mavens, and Salesmen. Connectors are individuals who have ties in many different realms and act as conduits between them, helping to engender connections, relationships, and cross-fertilization that otherwise might not have ever occurred.

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Lesson 1: An idea spreads like fire once it reaches the tipping point. Katniss said it pretty clearly: Fire is catching. So are ideas. But in order to spread like fire among dry bushes, an idea first has to reach what Gladwell calls the tipping point.

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The moment at which a social epidemic goes from invisible to seemingly ubiquitous is called a Tipping Point. The book seeks to understand how social epidemics happen, and whether it s possible to start and control them. http://ebookslibrary.club/The-Tipping-Point-Summary-from-LitCharts-The-creators-of--.pdf

The Tipping Point Book Summary PDF The Power Moves

The Tipping Point is a well written book with lots of wisdom to offer. I particularly enjoyed the rules of epidemics and the description of the people who help trends spread. I particularly enjoyed the rules of epidemics and the description of the people who help trends spread.

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LitCharts assigns a color and icon to each theme in The Tipping Point, which you can use to track the themes throughout the work. Arn, Jackson. "The Tipping Point Introduction." LitCharts. LitCharts LLC, 29 Nov 2016.

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The Tipping Point The Tipping Point harnesses the power of sociology to analyze how trends are born. Its conclusion: that trends rarely depend on the objective value of the thing which trends. The only thing that needs to happen for something to become an epidemic is that something to pass the tipping point, to reach the critical mass of people using it.

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In The Tipping Point, Gladwell follows trends from their inception to their end and tries to discover why some ideas "tip" and others do not. First, Gladwell gives the three rules for the tipping point: contagiousness; the fact that little causes can have big effects; and change happens in one moment.

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