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The Tipping Point: How Little Things Can Make a Big Difference is the debut book by Malcolm Gladwell, first published by Little, Brown in 2000. Gladwell defines a tipping point as "the moment of critical mass, the threshold, the boiling point". The book seeks to explain and describe the "mysterious" sociological changes that mark everyday life.

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The Tipping Point How Little Things Can Make a Big

The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate.

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tipping point. It would help me a lot in my efforts to create an epidemic of readers for my latest book. But maybe some of what I m doing will be helped by thinking along the lines he suggests. I thoroughly enjoyed the book a good, thought provoking read.

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The Tipping Point How Little Things Can Make a Big

Frankly, it is better suited for a 5-7 page article rather than a 280 page book. The crux of the book is that the "stickiness factor" of epidemics (whatever the nature) begins with a tipping point. This tipping point arises because of three distinct sets of individuals: mavens, connectors and salespeople.

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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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The Tipping Point by Malcolm Gladwell explains how localized hotbeds can join together and snowball into big trends. Read here the summary.

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The Tipping Point Summary Four Minute Books

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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blog comments powered by Disqus. By offering readers a groundbreaking analysis of how trends are sparked and take hold, Malcolm Gladwell's book The

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In its own way, Malcolm Gladwell's The Tipping Point exemplifies its subtitle: How Little Things Can Make a Big Difference. Gladwell, a staff writer for The

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