

## [TIPPING POINT BY MALCOLM GLADWELL](#)



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I've heard Malcolm Gladwell speak a few times at Harvard and had been interested to read The Tipping Point for

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1-Sentence-Summary: The Tipping Point explains how ideas spread like epidemics and which few elements need to come together to help an idea reach the point of critical mass, where its viral effect becomes unstoppable. Malcolm Gladwell is your friendly, Canadian journalist next door. Much more than

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### **The Tipping Point How Little Things Can Make a Big**

Buy The Tipping Point: How Little Things Can Make a Big Difference New Ed by Malcolm Gladwell (ISBN: 9780349113463) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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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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### **The Tipping Point Amazon de Malcolm Gladwell**

This is a well written book from a journalist discussing an interesting sociological concept. Gladwell defines a tipping point as "the moment of critical mass, the threshold, the boiling point."

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