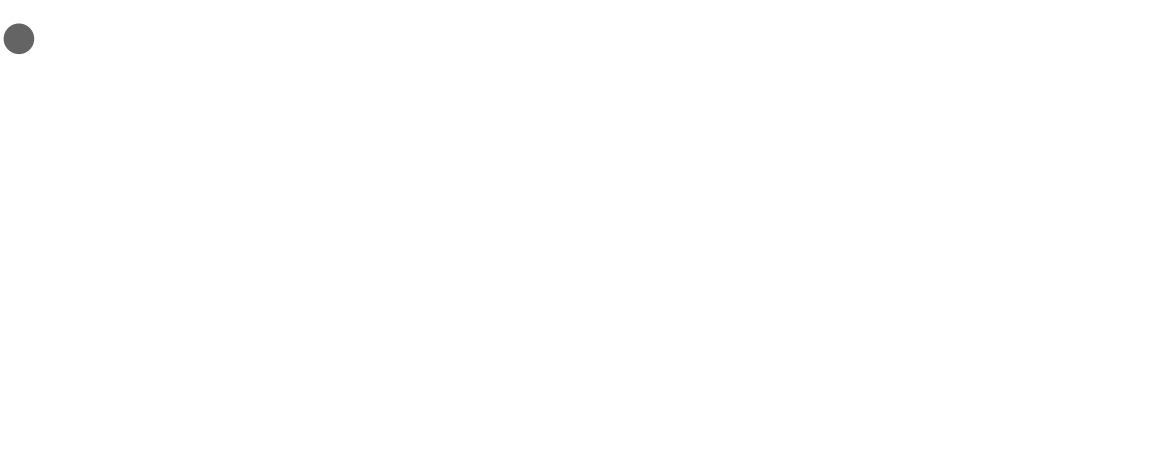


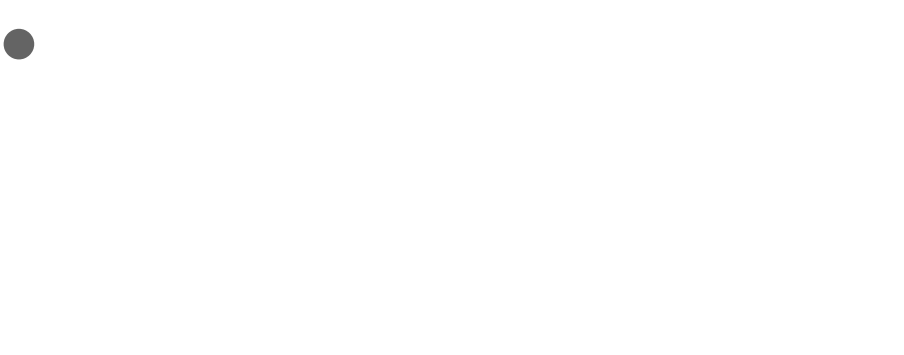
Strong Ties

You

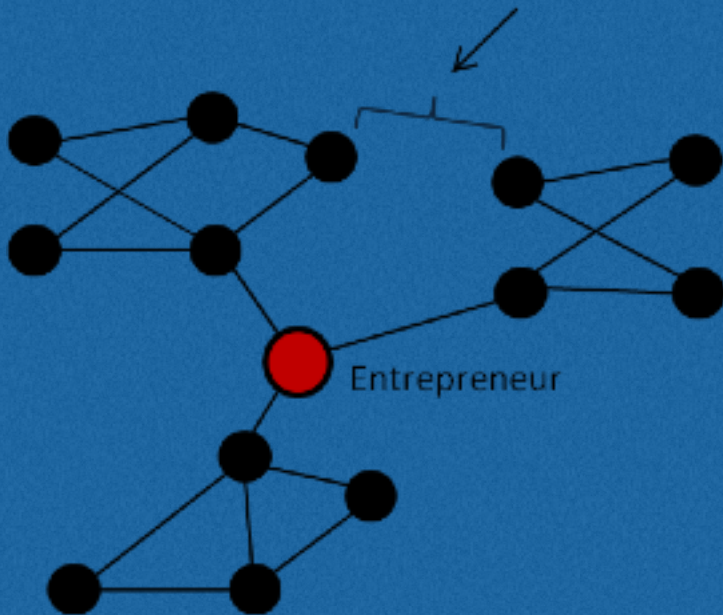
Weak Ties





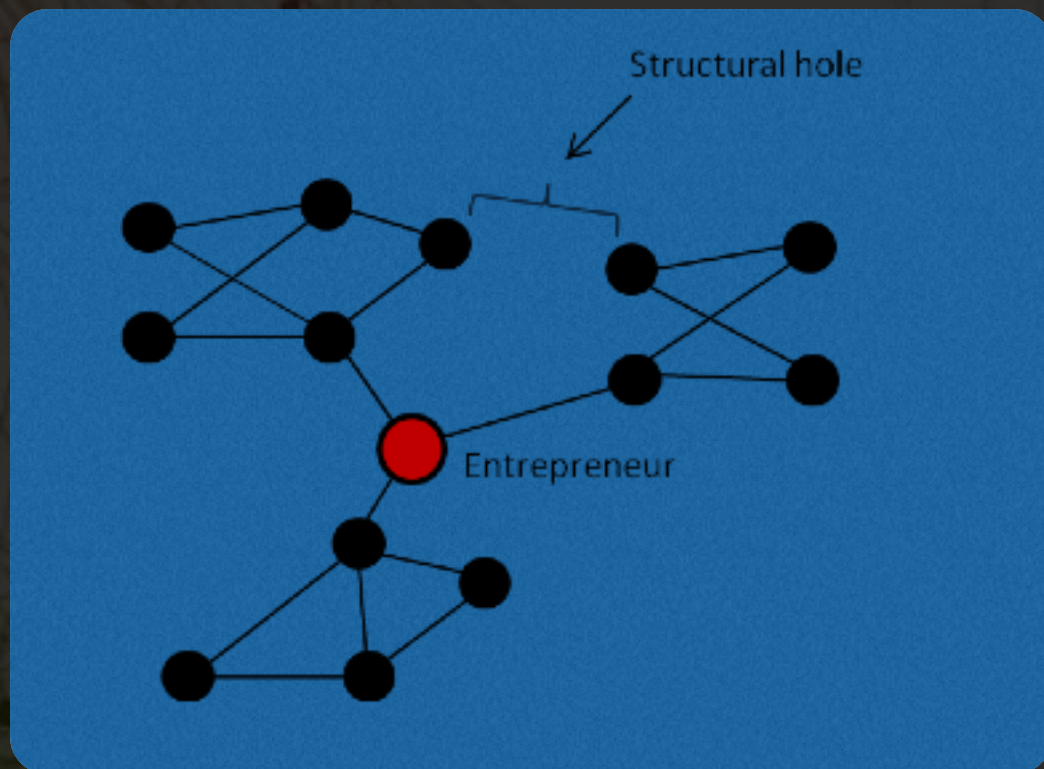


Structural hole



STRUCTURAL HOLES

- Brokerage is associated with all kinds of benefits both good and bad:
 - Faster promotions, higher salaries, better performance evaluations, more successful teams.
 - Faster assembly of criminal or terrorist teams; fraud.



A woman with blonde hair, wearing a striped shirt and light-colored pants, is sitting on a light-colored rug. She is holding a red block in her hands. A young child with short brown hair, wearing a yellow shirt and grey pants, is sitting next to her, also holding a green block. They are surrounded by many colorful blocks (red, yellow, blue, green) and a red cone on the rug. The background is a blurred indoor setting with a window and some furniture. The text "GABRIEL TARDE AND DIFFUSION" is overlaid on the image in a white and blue font.

GABRIEL TARDE AND DIFFUSION