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Download The Tipping Point by Malcolm Gladwell PDF/ePub eBook free. The Tipping Point: How Little Things Can Make a Big Difference is an interesting read about the small things that can make huge changes.

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The Tipping Point Summary at WikiSummaries free book

Gladwell introduces three variables that determine whether and when the tipping point will be achieved. The three rules of epidemics that Gladwell identifies are: the Law of the Few, the Stickiness Factor, and the Power of Context.

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The Tipping Point Summary Four Minute Books

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. Read in: 4 minutes. Favorite quote from the author: Malcolm Gladwell is your friendly, Canadian journalist next door.

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The Tipping Point Wikipedia

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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