

THE TIPPING POINT HOW LITTLE THINGS



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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

He is best known as the author of the books The Tipping Point: How Little Things Can Make a Big Difference (2000), Blink: The Power of Thinking Without Thinking (2005), Outliers He is a former business and science writer at the Washington Post.

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The Tipping Point: How Little Things Can Make a Big Difference A summary of Gladwell's bestseller that created a marketing cult.

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The attainment of the tipping point that transforms a phenomenon into an influential trend usually requires the intervention of a number of influential types of people. In the disease epidemic model Gladwell introduced in Chapter 1, he demonstrated that many outbreaks could be traced back to a small group of infectors.

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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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Book Summary The Tipping Point How Little Things Can

The Tipping Point: The 3 Rules of Epidemics. In his book The Tipping Point, Gladwell identifies 3 rules of epidemics that determine whether something tips and spreads like wildfire. Whether you are a marketer, educator, social worker, or someone looking to make an impact, these 3 rules will determine how far your campaign succeeds (or fails).

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The Tipping Point How Little Things Can Make a Big

Malcolm Gladwell's The Tipping Point covers a very elusive topic in the world of business and social science: trends, and specifically, the seemingly little things that cause something to become a trend.

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