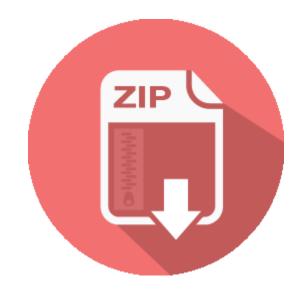
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The Tipping Point Wikipedia

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".

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The Tipping Point Speed Summary Brand Genetics

The Tipping Point is a book about how hits happen. Using the science of epidemics, Gladwell shows how small actions at the right time, in the right place, and with the right people can create a tipping point for a product the moment when a domino effect is triggered and an epidemic of demand sweeps through a population like a virulent

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The Tipping Point is an intellectual adventure story written with an infectious enthusiasm for the power and joy of new ideas. Most of all, it is a road map to change, with a profoundly hopeful message--that one imaginative person applying a well-placed lever can move the world.

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