

THE TIPPING POINT BY MALCOLM GLADWELL



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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 by Malcolm Gladwell Review BookPage

The Tipping Point alternates between daunting and heartening in what it asks its readers to do and understand; as Gladwell writes, What must underlie successful epidemics is a bedrock belief that change is possible. That faith is often elusive.

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The Tipping Point by Malcolm Gladwell ThoughtCo

The Tipping Point by Malcolm Gladwell is a book about how small actions at the right time, in the right place, and with the right people can create a "tipping point" for anything from a product to an idea to a trend, etc. The "tipping point" is "that magic moment when an idea, trend, or social

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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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DEFINITIVE The Tipping Point PDF Download Malcolm Gladwell

The Tipping Point was Gladwell's 2000 debut and, just like many before us have noted, it was, ironically, the tipping point of his career. Suddenly, the New York Times staff writer became a name, and that name soon ended up on the cover of four more bestsellers in the two decades which followed.

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The Tipping Point How Little Things Can Make a Big

Malcolm Gladwell's basic premise in The Tipping Point: To explain how word-of-mouth is spread. A couple of the examples he used were how crime was reduced in NYC under Giuliani's reign and how an old, dead-in-the-water brand of shoes seemingly suddenly were selling like hotcakes.

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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 How Little Things Can Make a Big

Malcolm Gladwell, the author of The Tipping Point, explores the phenomenon known as the tipping point. According to Gladwell the tipping point is the moment at which "an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire".

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The Tipping Point Audiobook by Malcolm Gladwell

My tipping point for audio Malcolm Gladwell s The Tipping Point was the first book I ever listened to, well at least completely.

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