

## **THE TIPPING POINT SYNOPSIS**



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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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The Tipping Point Summary. Gladwell talks about the Law of the Few, according to which, every epidemic or change in the society is the result of the actions of a small number of people. The he talks about the Law of Stickiness according to which an idea or disease has to be able to spread quickly from one person to another in order to survive.

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The Tipping Point is a well written book with lots of wisdom to offer. I particularly enjoyed the rules of epidemics and the description of the people who help trends spread. Read more book summaries or Get The Tipping Point on Amazon

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The Tipping Point Summary. There are three ways to understand social epidemics: in terms of the people who cause them; in terms of the content of the epidemic (i.e., the product, message, idea, or behavior being spread); and in terms of the environment or context in which the epidemic takes place.

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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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### **The Tipping Point Summary Study Guide BookRags com**

The Tipping Point Summary & Study Guide Description. In subsequent chapters, Gladwell expounds on the three rules, first dealing with the law of few. For his main example of this rule, he uses the midnight ride of Paul Revere. Gladwell classifies those people that contribute most to epidemics in three ways.

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### **The Tipping Point Introduction Summary Analysis from**

The Tipping Point Introduction Summary & Analysis. In the years since Gladwell's book, tipping point has become a common phrase in business science, sociology, and dozens of other fields. The passage is also interesting because it tries to correct for people's intuitive understanding of how the world works.

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### **The Tipping Point PDF Summary blog 12min com**

The Tipping Point Summary The tipping point is the moment when a snowball turns into an avalanche. It's the exact instant when a disease becomes an epidemic when an idea becomes a philosophy.

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### **The Tipping Point Plot Summary Course Hero**

Gladwell introduces the idea of the "Tipping Point" as the critical moment when a product, behavior, or message spreads to become a "social epidemic." He presents the "three rules of epidemics": they're contagious, little causes have big effects, and change happens instantly.

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