

## **BOOK THE TIPPING POINT**



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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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### **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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### **Tipping point Wikipedia**

Science and technology. Tipping point (climatology), in which the system is the global climate Tipping point (physics), in which the system is a physical object Tipping point (sociology), the event of a previously rare phenomenon becoming rapidly and dramatically more common Tipping point, the value of the parameter in which the set of equilibria abruptly change in catastrophe theory

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