

## [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". [1]

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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 Introduction Summary Analysis from**

In this important section, Gladwell coins the phrase Tipping Point to refer to small changes that nonetheless trigger major trends. In the years since Gladwell s book, tipping point has become a common phrase in business science, sociology, and dozens of other fields.

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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. Malcolm Gladwell is your friendly, Canadian journalist next door. Much more than

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### **The Tipping Point Chapter One LitCharts**

To illustrate his point briefly, Gladwell again brings up literal epidemics. The passage is a good example of Gladwell's dispassionate, analytical approach to studying tipping points: Gladwell doesn't seem to be passing strong moral judgments on the people who spread gonorrhea and AIDS.

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