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1. The first example is Hush Puppies. In late 1994, sales of this company were very low, but in 1995, with 2 executives run into a stylist and told them, Hush Puppies become hip. Then they won a prize, and many designers wanted them. Hush Puppies made a trend , and became successful. The second example is the crime in Brownsville and East New York. Murders and serious crimes had greatly dropped in 5 years. It is like a tipping point.
2. One, contagiousness; two, little things cause big effects; three, changes are very hurry.
3. The tipping point is the boiling point, the critical mass point, and the beginning point(threshold).
4. Why is it that some things cause epidemics and others don’t, and what can we do to control and start them by ourselves.