

## The Tipping Point How Little Things Can Make A Big Difference

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Discover Malcolm Gladwell's breakthrough debut and explore the science behind viral trends in business, marketing, and human behavior. 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.

9780316316965: The Tipping Point: How Little Things Can ...  
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: The 3 Rules of Epidemics. In his book The Tipping Point, Gladwell identifies 3 " rules of epidemics " that determine whether something tips and spreads like wildfire. Whether you are a marketer, educator, social worker, or someone looking to make an impact, these 3 rules will determine how far your campaign succeeds (or fails).

Book Summary - The Tipping Point: How Little Things Can ...  
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" The Tipping Point – How Little Things Can Make A Big Difference " published in 2000 by Malcom Gladwell Edited by Andrew Smedley Ronja Reese is a postdoctoral researcher at the Potsdam Institute for Climate Impact Reserch, Germany, in the working group on Ice Dynamics and the future lab on Earth Resilience in the Anthropocene.