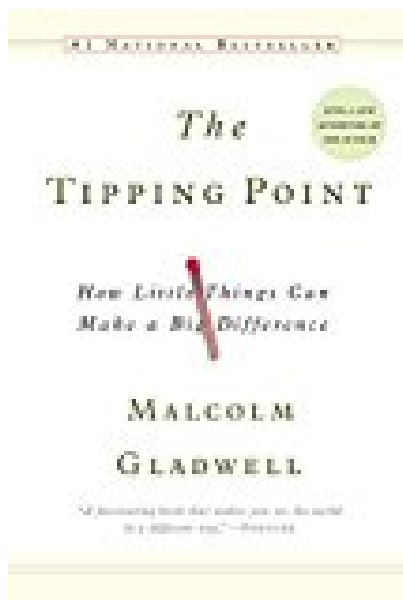


The Tipping Point How Little Things Can Make a Big Difference



BOOK DETAILS

- Author : Malcolm Gladwell
- Pages : 301 Pages
- Publisher : Back Bay Books
- Language : English
- ISBN : 0316346624

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BOOK SYNOPSIS

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. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas.

THE TIPPING POINT HOW LITTLE THINGS CAN MAKE A BIG DIFFERENCE

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