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threshold, tips, and spreads like wildfire."

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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 : How Little Things Can Make a Big Difference (Picture Credit: jgarber) The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips ...

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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).

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Book Summary - The Tipping Point: How Little Things Can ...

The tipping point: how little things can make a big difference / by Malcolm Gladwell. p. cm. Includes index.

ISBN0-316-31696-2 1. Social psychology, 2. Contagion (Social psychology) 3. Causation. 4. Context effects

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THE

The attainment of the tipping point that transforms a phenomenon into an influential trend usually requires the

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intervention of a number of influential types of people. In the disease epidemic model Gladwell introduced in Chapter 1, he demonstrated that many outbreaks could be traced back to a small group of infectors.

The Tipping Point

The chief focal point of The Tipping Point

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is the means by which little changes, can achieve enormous impacts. With models, for example, showcasing of Hush Puppies shoes, the wrecked windows hypothesis, Airwalk shoes, Paul Reveres 12 PM ride, verbal, widespread panic and that's just the beginning.

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added by stephmo | edit Salon.com, Gavin McNett. The Tipping Point: How Little Things Can Make a Big Difference is both interesting and engaging. It is a medicine chest of a book, full of seemingly unrelated concoctions, each available for strategic application to manipulate the equilibrium.

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The Tipping Point was no exception in that regard. There is one point he makes in the book, however, which I definitely cannot buy into - he claims that kids are far more impacted by their peer group

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than their parents. He further claims that parenting has very little impact on the "outcome" of the child.

The Tipping Point: How Little Things Can Make a Big ...

THE TIPPING POINT How Little Things Can Make a Big Difference. By Malcolm Gladwell. 279 pp. Boston: Little, Brown &

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