

#1 NATIONAL BESTSELLER

The

WITH A NEW
AFTERWORD BY
THE AUTHOR

TIPPING POINT

*How Little Things Can
Make a Big Difference*



MALCOLM

GLADWELL

*"A fascinating book that makes you see the world
in a different way." —FORTUNE*

Malcolm Gladwell

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



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The tipping point is that magic moment when a concept, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. This broadly acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping stage phenomenon, is already changing just how people throughout the world think about selling products and disseminating ideas. Just as a single sick person can start an epidemic of the flu, so as well can a little but precisely targeted push cause a fashion trend, the recognition of a new item, or a drop in the crime rate.



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quick dip into sociable science research. Some might say "The Tipping Stage" belabors the obvious, which is that things transformation, sometimes overnight. True, as well true, but just what exactly? Malcolm Gladwell, the expert of popularized social research, makes us care about the mechanisms of apparently abrupt shifts in the course of human occasions such as why William Dawes' midnight trip to warn that the British had been coming didn't start the American Revolution, but Paul Revere's did. Turns out Revere's character helped his news galvanize patriots to get their rifles, while Dawes' identical cry made people turn over and get back to sleep. Revere had a huge rolodex of acquaintances in colonial Massachusetts and he knew everything there was to know about the nascent independence movement. Revere got two of the three traits Gladwell identifies as essential to the pass on of social tendencies: he was a Connector and a Maven. But this publication does not claim to produce new research. Gladwell is adept at explaining the educational research that led to such popular ideas as "six levels of separation" and relating such social science experimentation to his overall theme of how transformation happens. I recommend this to anyone who is interested in understanding how tendencies are started. He starts with the tale of the criminal offense fall in NY that came shortly after the beginning of the "broken home windows" policy. Advertising is one of the great accelerators of trends, and Gladwell marshals a few Madison Ave. His writing makes you sit back and consider what he is saying. So his initial chapter is about a nice but false story that if it was true, was showing a fascinating nature of how vast adjustments in behavior happen. NOT REALLY A SCIENTIFIC JOURNAL. Other reviewers have done an excellent job of reviewing the book's thrust and articles, so I'm going to assume I don't need to do that here. In this feeling, the reserve describes how issues were in another period. But maybe a few of what I'm doing will end up being helped by thinking along the lines he suggests. As for me, his suggestions set me personally to thinking and observing lifestyle as it is lived. What the author does is present interesting and validated findings in a way that organizes them for potential application to a given selection of problems. And sometimes the outcomes contradict "common sense." Always they require clever design by those who create the hypotheses and methods of measurement. He established the scene for resistance to the onmarching British, and a few local males of Gladwell's third type, the Persuaders, finished the job of rallying the militias of Concord and Lexington. The results he cites frequently seem obvious and "of course" once the results are in. I thoroughly enjoyed the reserve a good, thought provoking read. With a degree in social psychology, I can't help being excited and impressed by the study contributions of the field. I'll confess, I desire he had been able to identify a numerical tipping point. Really good read I'm a big fan of Malcolm Gladwell. What I anticipated is certainly what I acquired a delightful application of fascinating sociable psychological evidence to means of approaching and understanding true to life problems. Readers who want more scientific journal type proof are free to take the recommendations and create their personal statistically designed clever research. His unique gift of tying anecdotes into a central motif is normally second to none. The book is about the small points that can make huge adjustments. The book can be interesting and fun to read, but there are two big complications: a) Malcolm Gladwell is not a scientist, and he lacks the skepticism which is indeed mauch an important part of technology. The "broken windows" theory of policing gets an intensive explainer, including a part trip into how do-gooding seminarians can allow themselves in order to avoid being great Samaritans. The "fact" that the "broken home windows" policy produced such a huge change serves him well for his arguments, but there is a problem here. the claim that the "broken home windows" policy was the main element in reducing the crime at that time in NY, is an assumption, and right now we have strong reasons to believe that it played just a mior part in the crime decrease. Other factors such as reduced amount of lead in energy have stronger correlation with the crime reduction, and in many other places, as well, while efforts to replicate the "broken windows" plan elsewhere didn't produce the same outcomes. Absolutely painless learning is what Gladwell presents, with a side benefit of greater self-awareness. I like Malcolm Gladwell's style of writing. He's able to draw the reader in by filling them up with small known facts. I do

want to state I did not be expectant of a scientific journal content. Things have totally changed since then. Eye-opening perspectives. I will be reading another publication of his later on. Highly recommend. Wealth of information, some application could be required. Well worth owning. Made me think about ideas tipping. Made me think Made me consider ideas going viral. Boring Boring read. Had a hard time putting the book down. Will keep on the shelf and examine again. It would help me a lot in my initiatives to generate an epidemic of readers for my latest reserve. This is the best book of his so far. Must read Bought it as something special... Gladwell does very well to provide a breadth of info with this work. General, I greatly enjoyed the read and still discover myself pondering his assertions. From the famous ride of Paul Revere, to Sesame Road, to the crime change in NYC from the late 80's to 90's, Gladwell covers background in a unique and inspiring way that piques the interest of many while sometimes waning privately of info-overload. The need for end of sub-chapter refreshers is high, but nevertheless swallowing the text all together leaves room for dialogue, thought provocation and fresh insight in to the way society features particularly in mention of seemingly obscure phenomena. Sometimes, I found myself looking for a deep mental breath after acquiring the plunge in to the depth of fine detail Gladwell gives within each anecdote. Individually, in pursuit of program of his concepts, I sought to translate the overarching ideology of the text to smaller business contexts. I gave this publication a high rating due to the fact it's deserving of it. Very knowledgeable author!The second problem, is that the book was written before that Internet became a significant player in the field. By now it is probably the most major player, but the reserve describes how factors were before the Internet became a significant player. case studies to show how commercials tip us into parting with our hard-earned money. There are several "aha" moments in this reserve. He goes deeply in to the discoveries about learning that resulted in the achievement of "Sesame Street" and "Blue's Clues" these shows' makers used the idea of "stickiness" to instill basic principles and ideals in pre-schoolers. For example, taking ideas such as context-contingent behavior and applying it to a business environment would mean ideas surrounding the importance of healthy tradition within a firm. The reserve makes the reader believe and makes them educated. Gladwell does his analysis! Great read, eye-starting perspectives. Love it As usual, Gladwell manages to be simultaneously entertaining and informative. How things were prior to the Internet became the major factor As Usual, Malcolm Gladwell is a good story teller.



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