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Malcolm Gladwell is an English-born Canadian author. He has worked for The New York Times since 1996. In 2000, he published *The Tipping Point* which became an instant success.

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The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire.

[The Tipping Point: How Little Things Can Make a Big ...](#)

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.

[The Tipping Point: Summary & Review in PDF - The Power Moves](#)

*The Tipping Point* by Malcolm Gladwell seeks to explain how small movements can spiral into an avalanche and how localized hotbeds can join together and snowball into big trends.

[The Tipping Point Summary - Four Minute Books](#)

*The Tipping Point* Summary February 16, 2016 March 1, 2019 niklasgoecke Entrepreneurship & Business 1- Sentence-Summary: *The Tipping Point* explains how ideas spread like epidemics and which few elements need to come together to help an idea reach the point of critical mass, where its viral effect becomes unstoppable.

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The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Malcolm Gladwell, *The Tipping Point: How Little Things Can Make a Big Difference*

[The Tipping Point by Malcolm Gladwell - ThoughtCo](#)

*The Tipping Point* by Malcolm Gladwell is a book about how small actions at the right time, in the right place, and with the right people can create a "tipping point" for anything, from a product to an idea to a trend, etc.

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groundbreaking analysis of how trends are sparked and take hold. Malcolm Gladwell's book *The Tipping Point* became an exemplification of the very processes he was describing.

#### [The Tipping Point - Wikipedia](#)

*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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Gladwell attempts to answer this with an idea he calls, *The Tipping Point*: That magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire.

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In its own way, Malcolm Gladwell's *The Tipping Point* exemplifies its subtitle: *How Little Things Can Make a Big Difference*. Gladwell, a staff writer for *The New Yorker*, is a staff writer for *The New Yorker*. The tipping point, Gladwell writes, is the moment at which an idea catches on and spreads.

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Free download or read online *The Tipping Point: How Little Things Can Make a Big Difference* pdf (ePUB) book. The first edition of this novel was published in 2000, and was written by Malcolm Gladwell.

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

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