

## 1: The Tipping Point by Malcolm Gladwell - Review | BookPage | BookPage

*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.*

Introduction At various points in modern history, ideas, products, messages, and other behaviors have suddenly and unexpectedly become very popular. Certain clothes become fashionable, crime rates go down at an unprecedented rate, and religions find millions of new worshippers. This phenomenon is called a social epidemic. Intuitively, most people would like to think that social epidemics happen slowly and gradually. But in fact, many changes in society are so sudden that they almost seem to happen overnight. There are three ways to understand social epidemics: Each way of understanding a social epidemic corresponds to a different rule or law of epidemics. The first law of social epidemics is the Law of the Few. In all social epidemics, a small handful of people wield a disproportionate amount of power. All people are connected to other people through family, friendship, work, hobbies, etc. If the Maven tells a Connector about his discovery, then news of the product will reach many people, helping the product to become a major trend. Salesmen are adept at persuading people to change their behavior. So when news of a trend passes from Mavens to Connectors to Salesmen, the trend will influence the behavior of many people, allowing the trend to reach its Tipping Point. One of the best examples of stickiness is the TV show Sesame Street. The producers tried to teach children about reading and math by first interesting them. The final rule for understanding epidemics is the principle of context. Intuitively, people believe that human beings behave a certain way because of their innate talents, personalities, or inclinations. But in reality, real-world human behavior is more often dictated by context—in other words, the physical environment in which humans live and move. A good example of the importance of context and environment in shaping human behavior is the Broken Window Hypothesis—the idea that cities can cut down in serious crime by preventing minor crimes like graffiti and public urination. Another important example of the importance of context is group size. Scientists have determined that groups of more than people tend to be less cooperative and close than groups of people or less—even an increase from people to people has big implications for the cooperativeness of the group. Businesses like Gore Associates have been successful in part because they keep their office sizes capped at people. As a result, Gore employees know one another well, cooperate, and feel comfortable specializing in specific areas of the company. There are many potential applications of the three laws of social epidemics. One potential application is marketing and advertising. Airwalk was successful in large part because it was able to stay informed about new trends and popular ideas, and then incorporate these ideas into its commercials and ads. Another potential application of the discussion of social epidemics is the trend of teen smoking in the United States, which bears a lot of resemblance to the teen suicide epidemic in Micronesia. In other words, the teenage smoking epidemic is partly the result of powerful Salesmen who persuade teenagers to smoke. The question becomes, then, if the government wants to reduce teen smoking, should it try to reduce the stickiness of smoking or try to change Salesmen to persuade teenagers not to smoke? Gladwell suggests that instead, officials should try to make smoking itself less addictive, either by mandating that tobacco companies reduce the amount of nicotine in their cigarettes or perhaps by trying to treat depression, which often acts as a chemical trigger for teenagers to become addicted to nicotine. The book concludes that the world is not immovable. Cite This Page Choose citation style: Retrieved November 14,

## 2: The Tipping Point Summary & Study Guide

*The Tipping Point explains the phenomenon of why some products, businesses, authors, etc become hugely successful (tip) while others never seem to break apart from the masses as anythi The author did a nice job putting information together in a clear, concise manner and I enjoyed the examples used throughout the book.*

In *The Tipping Point*, Gladwell follows trends from their inception to their end and tries to discover why some ideas "tip" and others do not. First, Gladwell gives the three rules for the tipping point: In the opening chapter of the book, Gladwell uses the syphilis epidemic of Baltimore, along with other outbreaks of disease, to illustrate his three rules. He restates the three rules more simply as the law of few, the stickiness factor and the power of context. In Baltimore in recent years, syphilis cases have spiked dramatically. Gladwell assumes that a few key infected persons spread the disease throughout the city. He cites documented cases of HIV spreading in just that manner, thus establishing the law of few. The stickiness factor inherently exists with disease outbreak, though cuts to public health clinics exacerbated the length of time people suffered with, and therefore spread, the disease. Finally, environmental circumstances served to spread the disease, such as limited healthcare and destruction of public housing. In subsequent chapters, Gladwell expounds on the three rules, first dealing with the law of few. For his main example of this rule, he uses the midnight ride of Paul Revere. Gladwell classifies those people that contribute most to epidemics in three ways. These three ways are as connectors, those who know an unusual variety of people; as mavens, those people who make it a personal ambition to know and share a large variety of information; and as salesmen, those people who encourage others to try a new idea and make it almost impossible to resist. Gladwell proposes that when an idea comes to the attention of one or more of these special classes of people, the chance of the idea tipping increases. Revere possessed attributes of each class. He made it his mission to know the movements of the British troops. Because he knew this, people constantly brought him more information, and he became an expert in the area. He also knew the countryside and knew important people in each village through which he rode. He connected the right people and told them the information he knew. Furthermore, he convinced them that his information required immediate action, thus sparking the battles in Lexington and Concord. Joan Gantz Cooney desired to bridge the illiteracy gap of underprivileged children so she enlisted several technology experts and child psychologists. They developed an hour-long show of short skits geared towards improving literacy. After testing pilot shows, however, they discovered the need for a few changes. Foremost, they discovered children preferred for the human actors to interact with the puppets—known as "Muppets"—and other fantasy aspects. Such a small change illustrates the thin line between tipping and not tipping. Environmental aspects influence the final rule, the power of context. The key example revolved around a subway shooting in New York City at a time when the subway suffered from much neglect and crime. When a group of young men attempt to mug Bernhard Goetz, he reacts in defense and shoots them, killing several. Experts involved in the later cleanup of the subway system cite small, environmental aspects such as petty theft and graffiti as contributing factors to this crime. Such a theory is named the "broken window theory," which says that broken windows on a street encourage further vandalism, until the street becomes riddled with crime. City officials began to fight crime on the subways by painting over the graffiti, and keeping the system clean of vandalism religiously. The final chapters of the book give in-depth case studies, each of which illustrates one or more aspects of the tipping point. Suicide and teen smoking receive the most attention. On the subject of teen smoking, the author points out that cigarettes themselves do not draw young people to try smoking, but rather, the "coolness" of the stereotypical smoker. The smoker, therefore, becomes a salesman. In conclusion, the author encourages his reader, pointing out that, if the laws in the book are true, which the examples support, change is always possible. This section contains words approx.

### 3: DEFINITIVE The Tipping Point PDF Download | Malcolm Gladwell |

*The Tipping Point: How Little Things Can Make a Big Difference* is the debut book by Malcolm Gladwell, first published by Little, Brown in Gladwell defines a tipping point as "the moment of critical mass, the threshold, the boiling point".

The Three Rules of Epidemics Gladwell asserts that most trends, styles, and phenomena are born and spread according to routes of transmission and conveyance that are strikingly similar. What factors decide whether a particular trend or pattern will take hold? Gladwell introduces three variables that determine whether and when the tipping point will be achieved. The Law of the Few: Connectors, Mavens, and Salesmen The attainment of the tipping point that transforms a phenomenon into an influential trend usually requires the 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. Likewise, on the path toward the tipping point, many trends are ushered into popularity by small groups of individuals that can be classified as Connectors, Mavens, and Salesmen. Mavens are people who have a strong compulsion to help other consumers by helping them make informed decisions. Gladwell identifies a number of examples of past trends and events that hinged on the influence and involvement of Connectors, Mavens, and Salesmen at key moments in their development. An interesting element of stickiness, as defined by Gladwell, is the fact that it is often counterintuitive, or contradictory to the prevailing conventional wisdom. These changes, based in large part on extensive research, resulted in a show that actually helped toddlers and preschoolers develop literacy. The attribute of stickiness, Gladwell argues, often represents a dramatic divergence from the conventional wisdom of the era. The Power of Context Part One: If the environment or historical moment in which a trend is introduced is not right, it is not as likely that the tipping point will be attained. To illustrate the power of context, Gladwell takes on the strangely rapid decline in violent crime rates that occurred in the s in New York City. Although Gladwell acknowledges that a wide variety of complex factors and variables likely played a role in sparking the decline, he argues convincingly that it was a few small but influential changes in the environment of the city that allowed these factors to tip into a major reduction in crime. He cites the fact that a number of New York City agencies began to make decisions based on the Broken Windows theory, which held that minor, unchecked signs of deterioration in a neighborhood or community could, over time, result in major declines in the quality of living. To reverse these trends, city authorities started focusing on seemingly small goals like painting over graffiti, cracking down on subway toll skippers, and dissuading public acts of degeneracy. Gladwell contends that these changes in the environment allowed the other factors, like the decline in crack cocaine use and the aging of the population, to gradually tip into a major decline in the crime rate in the city. The Power of Context Part Two: The Magic Number One Hundred and Fifty Clearly, in order for a trend to tip into massive popularity, large numbers of people need to embrace it. However, Gladwell points out that groups of certain sizes and certain types can often be uniquely conducive to achieving the tipping point. He traces the path of the novel *The Divine Secrets of the Ya-Ya Sisterhood* from regional cult favorite to national best-seller. Gladwell notes that the unique content of the novel appealed strongly to reading groups of middle-aged women in Northern California, and that these women were uniquely well-positioned to catapult the book to national success as a result of an informal campaign of recommendations and advocacy. Gladwell also remarks upon the unusual properties tied to the size of social groups. This concept has been exploited by a number of corporations that use it as the foundation of their organizational structures and marketing campaigns. Rumors, Sneakers, and the Power of Translation In this case study-oriented chapter, Gladwell discusses the rise and decline of Airwalk shoes. The brand was originally geared towards the skateboarding subculture of Southern California, but sought to transcend this niche market and attain national name recognition. However, as a cost-cutting measure, Airwalk eventually began providing all of its distributors with a single line of shoes. Suicide, Smoking, and the Search for the Unsticky Cigarette In another case study, Gladwell discusses the relationship between a sudden, alarming rise in suicide among adolescent males in Micronesia and the persistent problem of teen cigarette use in the United States. In both instances, teens were induced to become involved in potentially lethal experimentation.

Gladwell asserts that both trends were predicated upon two main factors. First, teenagers are inherently, perhaps even genetically predisposed to imitate others and try on new behaviors and attitudes during adolescence. Second, the types of the people who are more likely to engage in dramatic, easily romanticized behavior such as early cigarette smoking or suicide are also more likely to be those that others tend to gravitate toward and seek to emulate. Gladwell also considers the origins and implications of the curiously large middle ground that exists between those who abstain altogether from potentially dangerous activities, and those who engage in them in a consistently low-level manner. Gladwell suggests that infrequent teenage experimentation with drugs or smoking should not be regarded with hysteria, but rather, should be accepted as inevitable and is, in all likelihood, benign.

**Focus, Test, Believe** In this chapter, Gladwell concludes with an account of the type of solution that reflects an understanding of the concept of the tipping point: A nurse seeking an effective, low-cost way to raise breast cancer awareness among African-American women shunned traditional routes and enlisted the help of hairstylists. However, he asserts that these solutions are often the very type of cumulative, low-key approach that can, over time, build to a tipping point of massive popularity and influence.

**Afterword** In the newly-penned afterword to *The Tipping Point*, Gladwell updates a number of the case studies and anecdotes offered in the original text with new data. He also reconsiders the role of the Internet and Internet-related technologies, such as e-mail, and their impact upon the spread of trends and influence. However, he cautions that the overuse and sheer ubiquity of these formats can make the recipients "immune" to their effects.

### 4: The Tipping Point Speed Summary – Brand Genetics

*blog comments powered by Disqus. By offering readers a 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.*

Feb 26, Jessica rated it it was ok This book grew out of an article Malcolm Gladwell was writing for the New Yorker. Frankly, it is better suited for a page article rather than a page book. The crux of the book is that the "stickiness factor" of epidemics whatever the nature begins with a tipping point. This tipping point arises because of three distinct sets of individuals: He also examines the well-known S-curve which begins with innovators, then early adopters, followed by the early majority and finally, the late majority. The Conclusion, the eighth and final chapter, was pointless: All that said, the book was not horrible. It was a well written first person narrative and the lessons of the emergence of epidemics are applicable to almost any career or lifestyle, as Gladwell demonstrated with his countless examples. The idea is repeated over and over in examples. At some points I was struggling to grab the book and read because I was suspicious about finding a new idea in whats coming. And thanks for the tip. A Mary Roach book this was not. Nov 09, People who want a good laugh. Can I give this zero stars? When I read this book, back in , I got really mad and wrote a scathing review of it on Amazon. Let me save you a few bucks here: Malcolm Gladwell is either a self-aggrandizing ass who is too busy thinking he is the god of marketing to notice that a great majority of his arguments lack any kind of cohesion or credibility. Can I give this zero stars? Basically all this book is is a compilation of anecdotal evidence that is supposed to prove the truth in his words. All that aside, his writing style is so patronizing and self-congratulatory that I could hardly stand to read any more than five pages at a time before my face got all scrunched up and I started uncontrollably muttering curse words under my breath. It makes me sad that people read this book and consider it a revelation in modern psychological and scientific thinking, not seeing it for what it is: Gladwell made a ton of money off what probably only took him, like, 15 minutes to write, and THAT is the only thing genius about this book.

### 5: The Tipping Point Summary from LitCharts | The creators of SparkNotes

*The Tipping Point is a brilliantly written book that will change your outlook on famous fashion trends, falling crime rates, and the success of best selling novels. Malcolm Gladwell uses interesting examples throughout to make his book an enjoyable read.*

The original article was expanded into this book, with many additional examples. How does a style of clothing become trendy? What causes a sudden drop in the crime rate of a major city? Under what circumstances can a political cause explode into a revolutionary mass movement? How does a book become a best-seller? These are the kind of questions for which Gladwell tries to find a common denominator. Just as a single match can start a large wildfire under the right conditions, or one sick individual in a crowd can bring about a flu epidemic, Gladwell argues that little things can make a big difference in social dynamics. He selects examples from a wide variety of social situations to illustrate how an idea or trend can become contagious, spreading quickly from a small beginning to a mass audience. In , however, Hush Puppies became a local fad among a group of young people in Manhattan. Subsequently, several nationally known fashion designers decided to incorporate the shoes in their fall showings. By the end of the year, over , pairs were sold. In , sales increased to more than one million pairs, and the next year to almost two million. All this happened basically by word of mouth, without an advertising campaign by the manufacturer. In a very different type of case, the New York City crime rate from to was very high, totaling over , felonies per year, including about 2, murders. In , a tipping point was reached and the crime rate decreased dramatically. Within five years, serious crimes dropped to one-half and murders to one-third. What caused this huge decline? Some long-term trends such as less drug use, aging of the population, and improvement in the economy might explain a gradual decrease, but not the sudden drop that actually occurred. Gladwell argues that the sudden decrease in crime can be attributed to two other factors. One of these was cleaning up graffiti in the subway system. Instead of assigning police resources to stop violent crimes, funds were allocated to remove graffiti by repainting. If a car was vandalized, it was repainted the next day. It took almost five years to clean up thousands of cars. Subway director David Gunn justified the subway cleanup project as follows: When you looked at the process of rebuilding the organization and morale, you had to win the battle against graffiti. If a window is broken and left unrepaired, people walking by will conclude that no one cares and no one is in charge. Soon, more windows will be broken, and the sense of anarchy will spread from the building to the street on which it faces, sending a signal that anything goes. In a city, relatively minor problems like graffiti, public disorder, and aggressive panhandling, they write, are all the equivalent of broken windows, invitations to more serious crimes. In trying to restore orderliness for the subway system, another seemingly minor offense had to be addressed. People had gotten into the habit of climbing over or around the turnstiles to avoid paying their fare. The problem became so widespread that as many as , people per day rode the subways without paying. The loss of revenue was not as important as the loss of respect for law and order. Transit police in plain clothes were assigned to arrest fare-beaters. They were handcuffed and left standing on the platform for a while as a public signal that such behavior was no longer tolerated. The remarkable result of this new policy was not only that people paid their fares but also that serious crimes such as robbery, rape, and murder dropped more than 50 percent. Taking a firm stand on minor offenses brought the major felonies down as well, so that New York became one of the safest large cities in the world. In the realm of revolution, the famous midnight ride of Paul Revere is cited by Gladwell as the most dramatic historical example of a word-of-mouth epidemic. It mobilized local militias to confront British troops in open rebellion for the The entire section is 2, words.

### 6: The Tipping Point (Audiobook) by Malcolm Gladwell | [www.enganchecubano.com](http://www.enganchecubano.com)

*The Tipping Point Summary February 16, January 3, niklasgoeke 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.*

Early life[ edit ] Gladwell was born in Fareham , Hampshire , England. His father, Graham Gladwell, was a mathematics professor from Kent , England. It took 10 years exactly that long. Instead of writing about high-class fashion, Gladwell opted to write a piece about a man who manufactured T-shirts, saying: Gladwell also served as a contributing editor for Grantland , a sports journalism website founded by former ESPN columnist Bill Simmons. In a July article in The New Yorker, Gladwell introduced the concept of " The Talent Myth " that companies and organizations, supposedly, incorrectly follow. He states that the misconception seems to be that management and executives are all too ready to classify employees without ample performance records and thus make hasty decisions. Many companies believe in disproportionately rewarding "stars" over other employees with bonuses and promotions. However with the quick rise of inexperienced workers with little in-depth performance review, promotions are often incorrectly made, putting employees into positions they should not have and keeping other more experienced employees from rising. He also points out that under this system, narcissistic personality types are more likely to climb the ladder, since they are more likely to take more credit for achievements and take less blame for failure. Gladwell states that the most successful long-term companies are those who reward experience above all else and require greater time for promotions. When asked for the process behind his writing, he said: He wanted the book to have a broader appeal than just crime, however, and sought to explain similar phenomena through the lens of epidemiology. He began to take note of "how strange epidemics were", saying epidemiologists have a "strikingly different way of looking at the world". The term " tipping point " comes from the moment in an epidemic when the virus reaches critical mass and begins to spread at a much higher rate. He went on to say that he was "so enamored by the metaphorical simplicity of that idea that I overstated its importance". He stated that once he allowed his hair to get longer, he started getting speeding tickets all the time, an oddity considering that he had never gotten one before, and that he started getting pulled out of airport security lines for special attention. The Tipping Point sold more than two million copies in the United States. Blink sold equally well. I just was curious: Why is it all the same guy? He noted that he knew a lot of people who are really smart and really ambitious, but not worth 60 billion dollars. And Other Adventures[ edit ] Main article: What the Dog Saw: And Other Adventures, was published on October 20, Club , The Guardian , and The Times. There is depth to his research and clarity in his arguments, but it is the breadth of subjects he applies himself to that is truly impressive. The New Republic called the final chapter of Outliers, "impervious to all forms of critical thinking" and said Gladwell believes "a perfect anecdote proves a fatuous rule". Referencing a Gladwell reporting mistake in which Gladwell refers to " eigenvalue " as "Igon Value", Pinker criticizes his lack of expertise: A Conversation with Malcolm Gladwell". However, Gladwell says he was unaware Bank of America was "bragging about his speaking engagements" until the Atlantic Wire emailed him. I did a talk about innovation for a group of entrepreneurs in Los Angeles a while back, sponsored by Bank of America. They liked the talk, and asked me to give the same talk at two more small business events in Dallas and yesterday in D. No different from any other speaking gig. Gladwell has been spreading the love a bit too thinly? Gladwell wandered away from his Christian roots when he moved to New York, only to rediscover his faith during the writing of David and Goliath and his encounter with Wilma Derksen regarding the death of her child.

### 7: The Tipping Point by Malcolm Gladwell on Apple Books

*"The Tipping Point" was Gladwell's debut and, just like many before us have noted, it was, ironically, the tipping point of his career. Suddenly, the "New York Times" staff writer became a name, and that name soon ended up on the cover of*

*four more bestsellers in the two decades which followed.*

### 8: The Tipping Point Study Guide from LitCharts | The creators of SparkNotes

*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.*

### 9: The Tipping Point Summary - [www.enganchecubano.com](http://www.enganchecubano.com)

*The Tipping Point is the biography of an idea, and the idea is very simple. It is that the best way to understand the books into bestsellers, or the rise of.*

*Americas Trail of Tears W. M. Thackerays Vanity Fair and Henry Esmond Cases and materials on land use Wbjee 2016 question paper Problem solutions for matrix analysis of framed structures Understanding Engineering via Systems Conservation, Vol I Rules and regulations of the Advocates Association of Montreal Four seasons movement Candidate gender quotas For some apostates no reconciliation. Risk management in nursing Forensic Digital Imaging and Photography (With CD-ROM) Play Fair, Little Bear They Came to East Texas, 500-1850 Dead mans bottles. Variations (for guitar) Heat exchangers selection rating and thermal design third edition Pocket PC Database Development with eMbedded Visual Basic Foot Lower Extremity Anatomy to Color Study The Coming of the Cocqciqrues Mobile Internet For Dummies (For Dummies (Computer/Tech)) Treasures and pleasures of Italy Victorian cemetery art The physical environment Elizabeth D. Hutchison Elric at the End of Time (Elric of Melnibone) A Western journalist on India Robertsbridge Bodiam Old Wakefield in photographs The ugly sister The campers pocket handbook International Trade and Climate Change Policies (Trade and Environment Series) Patriotism, politics, and popular liberalism in nineteenth-century Mexico Common-school system of Germany and its lessons to America Audits of stock life insurance companies. Contagious book Husqvarna viking sia 415 425 sewing service manual Child Care and Inequality World of George Orwell Robert n lussier management fundamentals Dont point that thing atme*