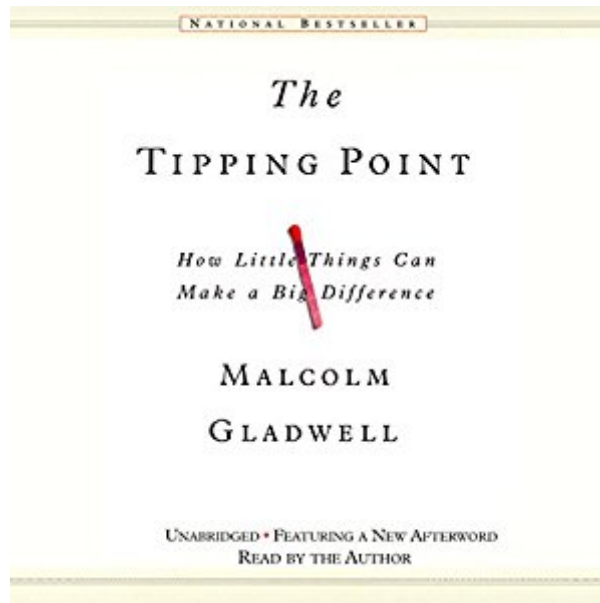




Ebook Directory
the best source of ebook

The book was found

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



Synopsis

This celebrated New York Times bestseller -- now poised to reach an even wider audience in paperback -- is a book that is changing the way Americans think about selling products and disseminating ideas. --This text refers to the Hardcover edition.

Book Information

Audible Audio Edition

Listening Length: 8 hours and 38 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Hachette Audio

Audible.com Release Date: March 21, 2007

Whispersync for Voice: Ready

Language: English

ASIN: B000OYD8T2

Best Sellers Rank: #1 in Books > Business & Money > Marketing & Sales > Advertising #1 in Books > Audible Audiobooks > Business & Investing > Accounting #2 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales

Customer Reviews

I read this book in part of one day - it's a good, quick read. Unlike some of the people who didn't care for the book - I never read the New Yorker article. It may be that the book doesn't add enough new info to excite folks who have read that article. But to me the book threw out a good number of new ideas and concepts very quickly and very clearly. I found his ability to draw a nexus between things that, on the surface seem very divergent, was very interesting, and he did it smoothly, without jumping around a lot. The thrust of the book is that there are three things that can converge to bring about dramatic and perhaps unexpectedly fast changes in our society. These are the context (the situational environment - especially when it's near the balance or 'tipping point'), the idea, and the people involved. His point is that very small changes in any or several of the context, the quality of the idea (which he calls 'stickiness', ie how well the idea sticks), or whether the idea reaches a very small group of key people can trigger a dramatic epidemic of change in society. "In a given process or system some people matter more than others." (p.19). "The success of any kind of social epidemic is heavily dependent on the involvement of people with a particular and rare set of social gifts." (p.33). He divides these gifted people into three categories: Connectors, Mavens and

Salespeople. "Sprinkled among every walk of life ... are a handful of people with a truly extraordinary knack of making friends and acquaintances. They are Connectors." (p. 41). "I always keep up with people." (p. 44 quoting a "Connector").

[Download to continue reading...](#)

The Tipping Point: How Little Things Can Make a Big Difference Over: The American Landscape at the Tipping Point How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the WorldÃ A The Miracle of Freedom: 7 Tipping Points That Saved the World I CAN CAN RELISHES, Salsa, Sauces & Chutney!!: How to make relishes, salsa, sauces, and chutney with quick, easy heirloom recipes from around the ... (I CAN CAN Frugal Living Series) (Volume 3) Doing Good Better: How Effective Altruism Can Help You Make a Difference The Greening of IT: How Companies Can Make a Difference for the Environment Kids Care!: 75 Ways to Make a Difference for People, Animals & the Environment (Williamson Kids Can Series) Kids Care!: 75 Ways to Make a Difference for People, Animals & the Environment (Williamson Kids Can!) Christian Unity: How You Can Make a Difference I CAN Make a Difference The West Point History of the Civil War (The West Point History of Warfare Series) West Point Atlas for the American Civil War (The West Point Military History Series) Big Nate Triple Play Box Set: Big Nate: In a Class by Himself, Big Nate Strikes Again, Big Nate on a Roll The Little Green Book of Getting Your Way: How to Speak, Write, Present, Persuade, Influence, and Sell Your Point of View to Others (Jeffrey Gitomer's Little Books) Kids Can Make Money Too! : How Young People Can Succeed Financially--Over 200 Ways to Earn Money and How to Make it Grow 23 Things To Do Before You are 11 1/2: A practical step-by-step guide for things to make in your backyard National Geographic Little Kids First Big Book of Why (National Geographic Little Kids First Big Books) National Geographic Little Kids First Big Book of Dinosaurs (National Geographic Little Kids First Big Books) National Geographic Little Kids First Big Book of Birds (National Geographic Little Kids First Big Books)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)