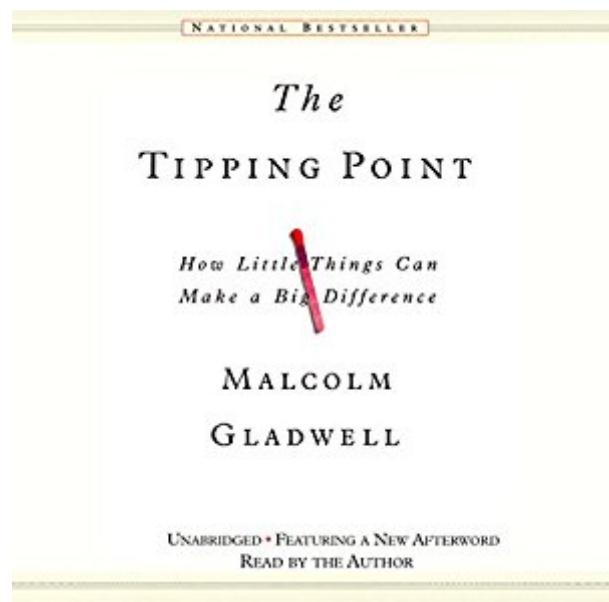


The book was found

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

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Best Sellers Rank: #1 inÂ Books > Business & Money > Marketing & Sales > Advertising #1 inÂ Books > Audible Audiobooks > Business & Investing > Accounting #2 inÂ 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").

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