



The Topline Summary of Malcolm Gladwell's The Tipping Point: How Little Things Can Make a Big Difference (Topline Summaries)

Gareth F. Baines, Malcolm Gladwell

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The Topline Summary in a Sentence is: One small action, at the right time, in the right place and with the right people, can create a 'tipping point' for a product, and make demand skyrocket through the roof.

“What’s good, if brief, is twice as good.” – Baltasar Gracian

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In an age where personal time is more limited than ever, our core belief is that ‘being brief is best.’ Whether in business or at home, BrevityBooks Publishing™ will get you on the express road to success!

The Tipping Point is a book about how hits happen. A tipping point is the moment when a domino effect is triggered and an epidemic of demand sweeps through a population like a virus.

Using the three basic laws of epidemics, Malcolm Gladwell outlines a simple three-point plan to get your product to its own tipping point. They are:

1. The Law of the Few - People who transmit infectious agents
2. The Stickiness Factor - The infectious agent itself
3. The Power of Context - The environment in which the infectious agent is operating

This widely acclaimed bestseller; with its core concepts excellently summarised in this eBook, has changed and is still changing the way people throughout the world think about selling products and disseminating ideas.

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