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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. 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.

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The Tipping Point is his debut book, and it was a massive hit not least due to the value it created for businesses and marketers, who now had the first sketch of a blueprint on how to promote their ideas better.

[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". [1]

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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. 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.

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The Tipping Point alternates between daunting and heartening in what it asks its readers to do and understand, as Gladwell writes, What must underlie successful epidemics is a bedrock belief that change is possible. That faith is often elusive. After reading Gladwell's book, however, and comprehending exactly what Paul Revere's ride and the Columbia House advertising campaign have in common.

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The book we are talking about is one of the greatest books of all the time as well. The complete name of the boook is The Tipping Point: How Little Things Can Make a Big Difference. As the name of the book says it all that the book is going to talk about the small things in the life. And

it is a book having a very good position and a very strong content on the topic of the non-fiction. If we

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