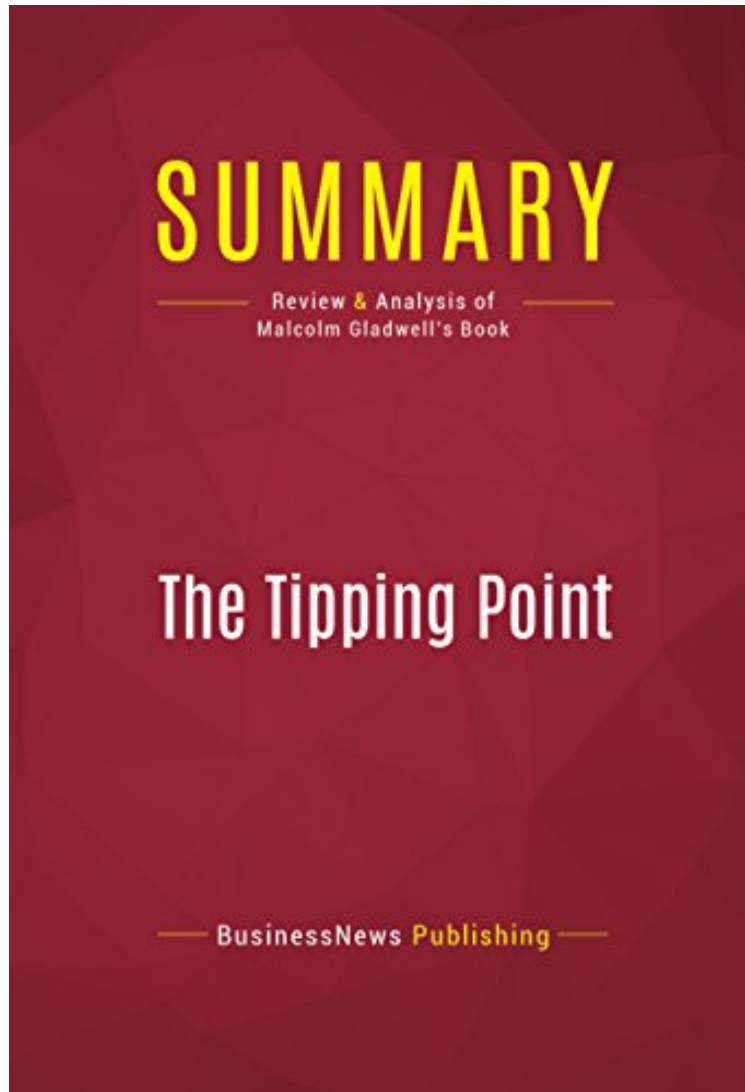


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The must-read summary of Malcolm Gladwell's book "The Tipping Point: How Little Things Can Make a Big Difference". This complete summary of "The Tipping Point" by Malcolm Gladwell, a renowned journalist and writer, outlines the author's notion of "tipping point", which is the moment when an idea reaches critical mass and suddenly grows dramatically, or 'goes viral'. This understanding of collective psychology and sales techniques is already changing the way people think about selling products and disseminating ideas.

Added-value of this summary:

- Save time
- Understand how information and ideas are effectively disseminated in modern society
- Expand your knowledge of business and politics

To learn more, read "The Tipping Point" and discover which changes will make the difference in business or politics.