



Summary: The Tipping Point - Malcolm Gladwell: How Little Things Can Make a Big Difference

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Complete summary of Malcolm Gladwell's book "The Tipping Point: How Little Things Can Make a Big Difference"

This summary of the ideas from Malcolm Gladwell's book "The Tipping Point" offers a concise overview of the entire book in less than 30 minutes reading time. In this useful summary, Gladwell's comparison of ideas with viruses is explained, as well as his notion of "tipping point", which is the moment when a virus/idea reaches critical mass and suddenly grows dramatically. This book provides you with the necessary knowledge to promote your own ideas, whether in the domain of economics, politics, or in your personal life.

Added-value of this summary:

- Save time
- Understand key concepts
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