



The Tipping Point

How *little things*

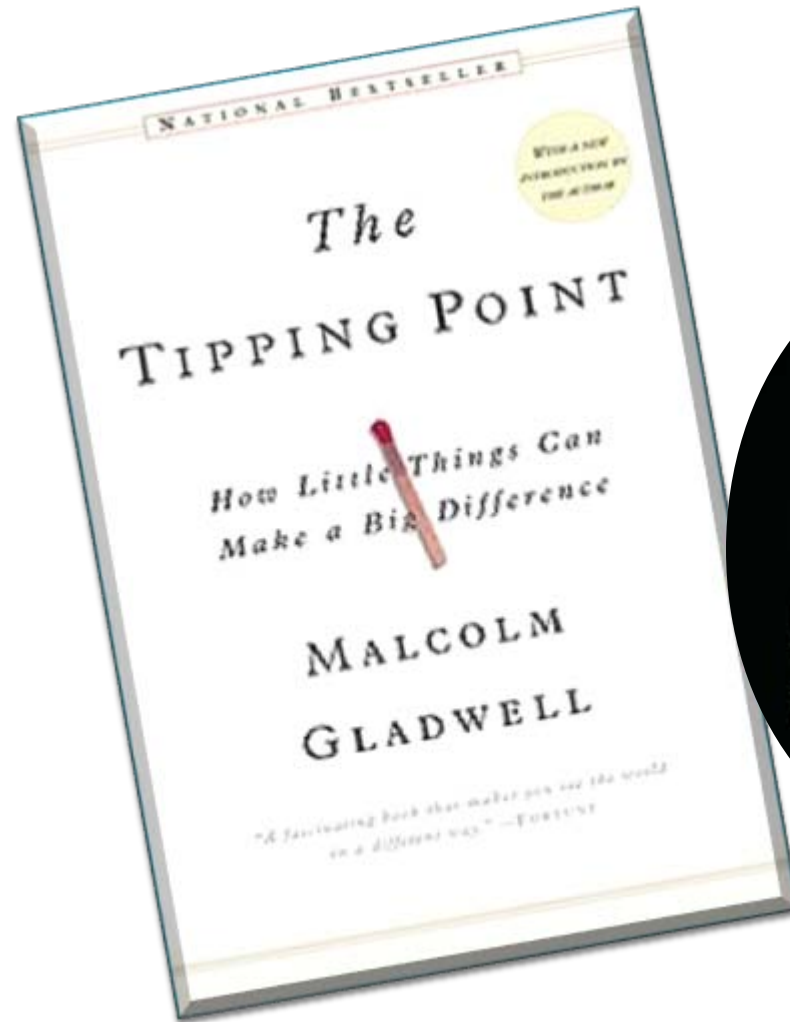
can make

BIG *Difference*

By

Malcolm Gladwell

The Tipping Point



Tipping Point? What is it ???.....

The straw that broke the camel's back, a threshold

An idea has to be potent, timely and infectious to become a full-scale epidemic

Hush Puppies – from a moribund to a national brand

The 3 rules of epidemic:

- **The Law of the Few**
- **The Stickiness Factor**
- **The Power of Context**

The Law of The Few

The 80/20 principle

80% of work done by 20% of people

80% of crime committed by 20% criminals

Connectors

people with extraordinary knack for making friends and acquaintances,

masters of “weak ties”

Mavens

information brokers who are relied upon to connect with new information

Willing to help characteristic – grabs attention effectively

Salesmen

charismatic people with powerful persuasive skills

The Stickiness Factor

To make enough impact to be retained by recipient
& spiraling them into action

Sesame Street

- Advice by a child psychologist against mixing reality and fantasy
- Measured attention paid by children and went against the advice

Winston

- “Winston tastes good **like** a cigarette should”

The Power of Context

Human beings are a lot more sensitive to their environment than they may seem

Epidemics are sensitive to the conditions, circumstances of the time and place it occurs

- The Broken Window Theory
- Bernie Goetz
- Micronesian suicide

Rave Reviews....

terrifically rewarding read...

wonderful page-turner...

knack for rendering complex theories...

a business how-to...

enjoyed the anecdotes...

case studies...

Tipping Point...*OR*...Dipping Point ??

The author was named one of Time Magazine's 100 Most Influential People in 2005

The case studies do not reflect all the theories mentioned at work

Too wordy, statistical data

Unnecessary details spanning a few pages

Readers lose focus – straying from concept

Refutable theory – fall of crime rate

Conclusion

Interesting ideas

Could have been written in fewer words & more examples of actual tipping points

More recent case studies and mention of other contributing factors – use of technology, internet



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