



# **The Tipping Point: Summary of the Key Ideas - Original Book by Malcolm Gladwell: How Little Things Can Make a Big Difference**

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For every idea, there is a point at which it crosses its threshold limit and cannot be stopped from spreading anymore, referred to as the “tipping point”. Once an idea reaches its tipping point, it becomes an epidemic, which is spread due to a number of factors and can cause the environment to change in a certain way.

Who should read this book:

- People who are curious about how little things make a difference.
- People willing to sell their ideas and influence others.
- People with knowledge who are unsure how to use it.
- People who want to be responsible for causing a social epidemic.

In this summary:

Chapter 1: Ideas spread like a virus

Chapter 2: The influential ratio is usually 80:20

Chapter 3: Find the right people to share an idea with

Chapter 4: Influence people with your marketing skills

Chapter 5: People with a small network but an influential personality also play an important role in a social epidemic

Chapter 6: There are three types of people who are strong sources for an epidemic

Chapter 7: Make sure the idea stands out if you want it to spread

Chapter 8: The environment has a great effect on us and our behavior

Chapter 9: The key message and how the tipping point can be reached

Chapter 10: Final Summary

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That's why this book acceptable all of you.

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