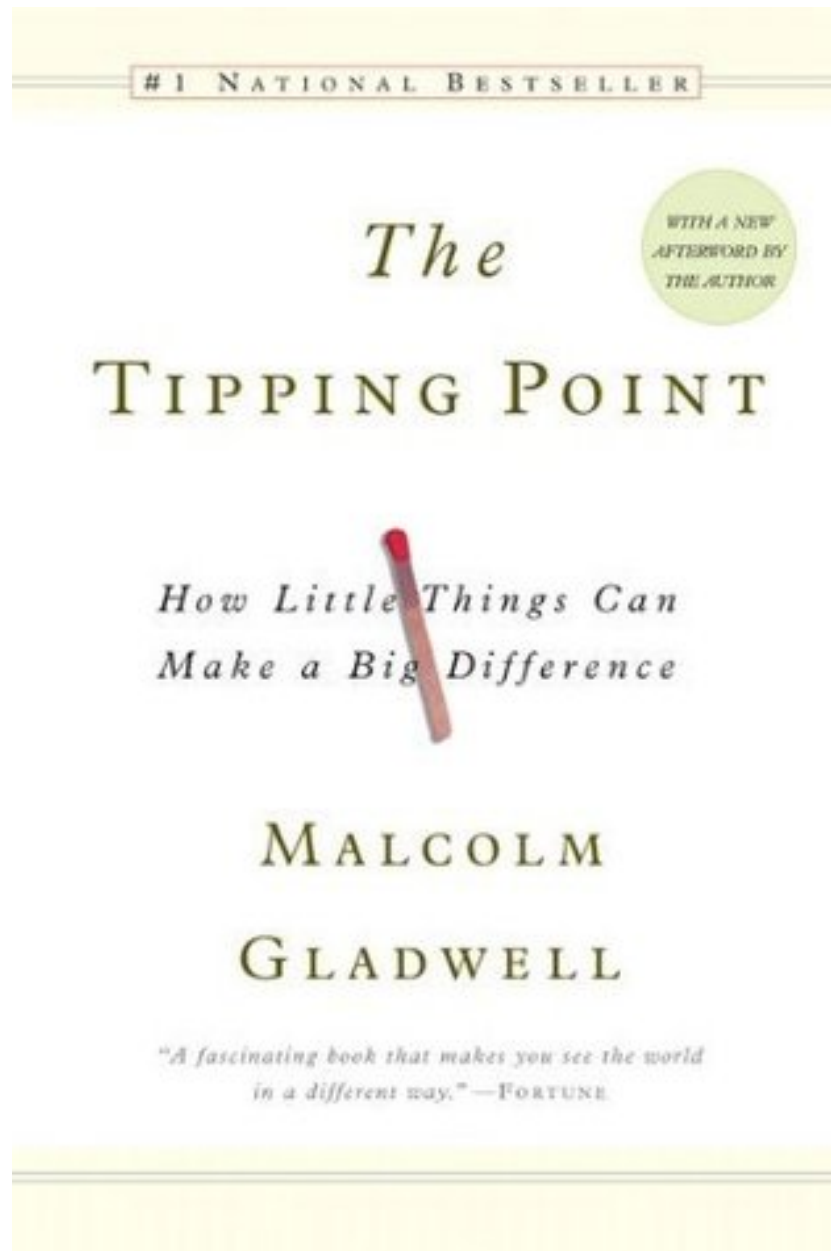


The Tipping Point: How Little Things Can Make a Big Difference Book PDF Download



By:
Malcolm Gladwell

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What people Say:

Nick

This book is fascinating and I was disappointed to read that many other readers didn't think so. So here's my response.

I think those readers are approaching this book the wrong the way when they criticize Gladwell for his inability to prove his points thoroughly. Sure, Gladwell could have dotted every i and crossed every t and shown every counter-example to the theories he's proposing. There's a word for the books that accomplish that: BORING. Gladwell is a storyteller and he knows how to keep

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Another criticism is that Gladwell doesn't come to a specific point or that his points are hazy (this was probably more true with "Blink"). I almost want to say "who cares?" This book and "Blink" are veritable digests of the latest advances in psychology and sociology. So what if the overarching idea of the book is loose? You have now understood countless fascinating anecdotes which you can reconstruct in your own way. It is Gladwell's loose structure that allows him to connect these disparate dots in a story that you can digest, and despite the accusations that he is not precise about his overall thesis, the individual incidents are very well explained.

I love knowing the differences between Sesame Street and Blue's Clues and the differences between an adult's and a child's cognitive capabilities. Would I have read an entire book devoted solely to that? Probably not, but I was happy to read a chapter devoted to it, and a very well-written one at that.

Perhaps I approach non-fiction in a different way than most--and I will admit that I'm fascinated by almost any new, dramatically different idea about any subject, regardless of whether or not I believe it to be true--but I think that people who go into this book seeking a different way of thinking about the world around us, macro & microcosmically, will enjoy themselves. Those who go into the book seeking to be convinced beyond doubt that that way of thinking is the correct way, will not.

Jessica

This book grew out of an article Malcolm Gladwell was writing for the New Yorker. Frankly, it is better suited for a 5-7 page article rather than a 280 page book. The crux of the book is that the "stickiness factor" of epidemics (whatever the nature) begins with a tipping point. This tipping point arises because of three distinct sets of individuals: mavens, connectors and salespeople. He also examines the well-known S-curve which begins with innovators, then early adopters, followed by the earl

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All that said, the book was not horrible. It was a well written first person narrative and the lessons of the emergence of epidemics are applicable to almost any career or lifestyle, as Gladwell demonstrated with his countless examples.

Sarah

Can I give this zero stars?

When I read this book, back in 2006, I got really mad and wrote a scathing review of it on Amazon.com. Here it is:

"I've been duped!, June 20, 2006

By Sarah (California, USA) - See all my reviews

This book sucks. Don't waste your hard earned money on it. Let me save you a few bucks here: Malcolm Gladwell is either a self-aggrandizing ass who is too busy thinking he is the god of marketing to notice that a great majority of his arguments lack any kind of cohesion or credib

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of time. Gladwell made a ton of money off what probably only took him, like, 15 minutes to write, and THAT is the only thing genius about this book."

Otis Chandler

Really good book. It read like a bestseller (quick read), but had a lot of substance to stop and make you think.

three Rules of the tipping point: the law of the few, the stickyness factor, the power of context.

Law of the Few (people who influence):

- Connectors: super connectors (eg Paul Revere). William Dawes had the same mission as Paul Revere the same night but we haven't heard of him b/c Paul Revere was a super-connector & knew who to rouse.

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- Mavens: A Maven is a person who has information on a lot of different products or prices or places. This person likes to initiate discussions with consumers and respond to requests. They like to be helpers in the marketplace.

Patrick DiJusto

How the flying fuck did this piece of shit ever get published? How on God's green earth did this thing

become a bestseller?

Yes, I'm the last person in America to read The Tipping Point, and I'm glad I waited. Now that all the hype has burned off, it's easy to see this book for what it is: a very well crafted collection of half-truths and speculation, sold as "truth".

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Let's look at one example. I read The Tipping Point as an ebook, so my pages might not match completely with yours, but it's the story about the AIDS virus, Chapter One, Section 2, page 24. In writing about a weird epidemic among newborns in the 1950s, Gladwell says of the lead scientist, "Goudsmit thinks that this was an early HIV epidemic."

Nothing wrong with that. Gladwell is reporting what a scientist thinks. Gladwell then offers an extended quote from Dr. Goudsmit, which is loaded with conditional statements: "this adult could have died of AIDS", "he could have transmitted the virus", "she could have given birth to an HIV infected child", "unsterilized needles could have spread the virus".

Again, all well and good: Goudsmit was speculating, and making it clear that what he was saying was not certain, but that it "could have" happened.

Then Gladwell returns and destroys the careful foundation he had built by making concrete statements about things that a moment before were only hypotheses: "They defeated HIV", "The strains of HIV circulating in the 1950s were a lot different from the HIV circulating today", "HIV itself changed" None of this is proven by any of the information Gladwell gave us. All of it is speculation. But Gladwell draws firm conclusions from things that are, at best, educated guesses. I'm sorry but that's just wrong.

Actually, I'm