

《倾点Tipping Point, The (International Mass Market)》

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内容简介

THE TIPPING POINT is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This bestselling book, in which Malcolm Gladwell brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas.

目录

Introduction

ONE The Three Rules of Epidemics

TWO The Law of the Few: Connectors, Mavens, and Salesmen

THREE The Stickiness Factor: Sesame Street, Blue's Clues, and the Educational Virus

FOUR The Power of Context (Part One): Bernie Goetz and the Rise and Fall of New York City Crime

FIVE The Power of Context (Part Two): The Magic Number One Hundred and Fifty
six Case Study: Rumors, Sneakers, and the Power of Translation

SEVEN Case Study: Suicide, Smoking, and the Search for the Unsticky Cigarette

EIGHT Conclusion: Focus, Test, and Believe

Endnotes

Acknowledgments

Index

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