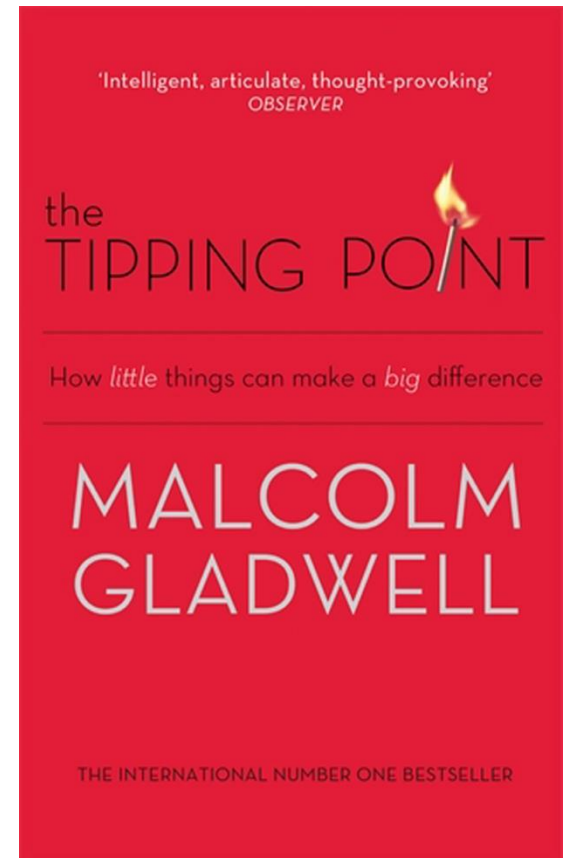


# BOOK REVIEW:



Presented By:  
Book Review Group- 04

- ✓ Amanpreet
- ✓ Arun
- ✓ Madhav
- ✓ Neeraj
- ✓ Rahul
- ✓ Satish
- ✓ Senbangapriya
- ✓ Sujata
- ✓ Sandip



# Malcolm T. Gladwell

Born on 1963 (age 50) in United Kingdom

Non-fiction writer, journalist since 1987

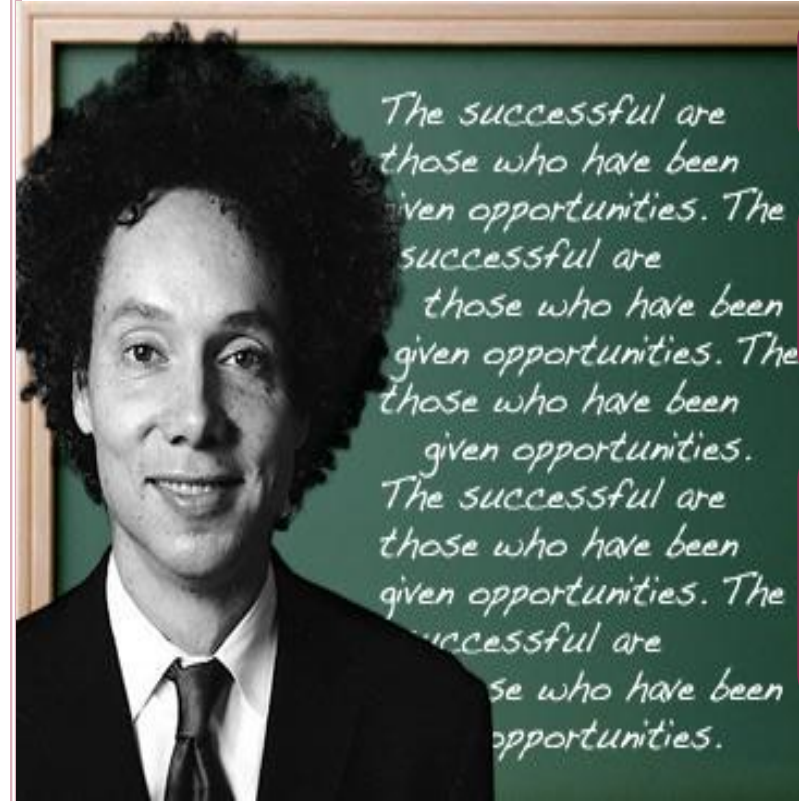
He has written five books in his career



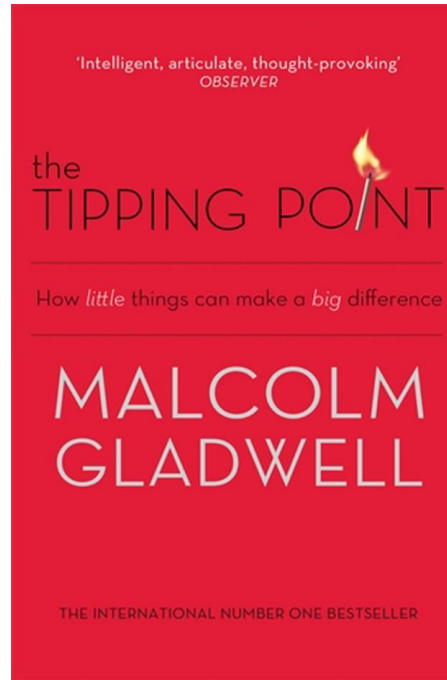
*The Tipping Point: How Little Things Make a Big Difference* (2000) was his first

His books and articles mainly deals with the impact of research in the social sciences

In terms of academic work, he contributed a lot in the areas like sociology, psychology, and social psychology



# About the author's view



first published  
by the Little  
Brown in 2000



current edition is  
published by Abacus  
Publishers, London

He focuses  
mainly on a  
question and why  
it is so?



- ✓ *Technology educators: often creative and posses strong technical skills*
- ✓ *Still, technology education has been unable to sell some of its best ideas?*

*In this book, he has found an apt metaphor for helping readers understand how worthy ideas often fade away while superficial ones sometimes flourish.*



Tipping point  
ahead



# Overview

The author argues that Ideas, behaviour, messages, and products often spread like outbreaks of infectious disease (viral theory of marketing)

Tipping Points - the threshold or critical point at which an idea, product, or message takes off or reaches critical mass

examples:

- the sale of Hush Puppies shoes,
- epidemics,
- the fall of crime in New York.

# The Three Rules of Epidemics...

The law of the few

- ❖ Connectors
- ❖ Mavens
- ❖ Salesman



The stickiness factor

The power of context





# Score

Format is that of a grand narrative, unfolds into constituent theories, with eponymously named chapters

Highly multidisciplinary work - sociology, social psychology, TV broadcasting, urban development, advertising, epidemiology, health studies

Use of culturally relevant content

- ❖ Paul Revere - A hero from American War of Independence

Balanced by stories of real life actors - financial consultants, book editors, restaurateurs, etc.



## More Score...

Sensational content makes the book feel like non-fiction equivalent of pulp fiction or the fable with all too familiar moral message

- Eclectic collection of case studies - there's something for everyone
  - ❖ propagation of rumours
  - ❖ high suicide rates in Micronesian islands
  - ❖ success of Airwalk sneakers, diffusion studies of new maize crop, etc.

Repackaged theories - Threshold model, Pareto Principle, techniques of persuasive communication

Theory applied mostly for retrospective analysis, predictive prowess of theory questionable

# Theories Revisited

Much of Gladwell's work is unoriginal, based on “small world experiment”.

Duncan Watts repeated the same experiment in this digital age and got different results

In online social media we see a reversal of one's own personality



Steven Lewitt gives another explanation for the drop in crime rates in New York which is quite different from Gladwell's explanation

Phillip Zimbardo tried to validate “broken window theory” but came with a different result

The language of the book is casual

**Conclusion**



# Afterword...

A good entertainer

Value for money

Short and crisp stories that hold you

Nothing new to learn but a guide to newer applications

An avenue for research into success of these principles if they actually succeed in tipping



# The Book Shall Cater To...

Novice in work field

If you do not believe in reading researches and their interpretations, this is a right book for its anecdotal accounts of researches

Someone in search of novel applications of older concepts



# You Shall be Disappointed...



If you are the one reading books in search of something intellectually challenging



An avid and serious reader

If psychological and managerial principles do not interest you



*Thank You All...*

