A co-worker suggested I read *The Tipping Point*, because he found it to be as enjoyable as reading a novel. The more chapters I read the more enthralling I found the book to be. This book piqued my interest initially because I've always been curious about how trends get started; more specifically, “what’s hot and what’s not” in the world of fashion.

The title of the book also caught my interest. Tipping point is a sociological term that is defined as the moment when something unusual becomes common. The book sets out to explain "social epidemics”, or how ideas, products and behaviors rapidly spread through our population.

The word epidemic is widely used throughout the book explaining how trends are sparked and take hold ranging from the spread of communicable diseases to the comeback of a brand of un-hip shoes and on to the unexpected popularity of a famous children’s television show. Gladwell explains the fundamental processes and actions by which some trends achieve instant popularity while others fizzle and die.

The main concept of the book is that there are a number of patterns and factors that play a part in every influential trend, although, there are three key factors that each play a role in determining whether a particular trend will “tip” and become very popular.

**The Three Rules of the *Tipping Point*:**

1. **The Law of the Few** – Identifies the messenger, the one spreading the word, starting epidemics. If widespread popularity is going to be attained, a few important, influential people must buy into a product or idea, before it can reach the tipping point. Gladwell describes these messengers as:
   - Connectors; popular people, with many social connections. They have a large social network and seem to make things happen.
   - Mavens; knowledgeable people who are educated, studious and interested in current affairs. They stay on top of what’s happening in the world.
   - Salesmen; people with charisma. They have self-confidence and are interested in others.

2. **The Stickiness Factor** – Describes what makes social epidemics stick in our minds, why they are so memorable? “There is a simple way to package information that, under the right circumstances, can make it irresistible.”
3. The Power of Context – Explains how even the smallest, subtlest and most unexpected of factors can affect the way we act. “We are actually powerfully influenced by our surroundings, our immediate context, and the personalities of those around us.”

I found the *Tipping Point* to be an enjoyable reading experience, full of interesting examples of how little changes can somehow have big effects.