

WORLD YOUTH ALLIANCE BOOK LIST

The Tipping Point

By Malcolm Gladwell

The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Gladwell dissects what happens at each point of the curve and how it is possible to create the “tipping point.” Suddenly, the development of communities of interest makes sense. For those who wish to join our work in building cultures and societies that uphold the dignity of the human person, this understanding will be critical.

About Malcolm Gladwell

Malcolm Gladwell was born in 1963 in England, and grew up in Canada. He graduated with a degree in history from the University of Toronto in 1984.

From 1987 to 1996, he was a reporter for The Washington Post, first as a science writer and then as New York City bureau chief. Since 1996, he has been a staff writer for The New Yorker magazine. Among his famous books are: The Tipping Point, Blink, Outliers, and What the Dog Saw. "

Guide questions for discussion groups

Imagine you have a message to deliver that could be the key to improving life for many people.

- How might you deliver the message so that it spreads most effectively? What types of people will you need to employ as your mavens, connectors, salesmen?
- How can you make sure the message will stick?
- Discuss the “power of context” in relation to your message.
- Are the ideas presented in “The Tipping Point” relevant to your message? How far can the ideas

be taken?

- Do you agree with the ideas Gladwell proposes in his book? Discuss your answers.
- Are the ideas presented in “The Tipping Point” relevant to your message?
- Discuss how applicable his ideas in relation to your cultural context.