



El Punto Clave (Paperback)

By Malcolm Gladwell

PUNTO DE LECTURA, 2011. Paperback. Condition: New. Translation. Language: Spanish . Brand New Book. En esta obra revolucionaria, que sigue ocupando los primeros puestos en las listas de ventas de Estados Unidos, Gladwell analiza la trayectoria de varios productos y tendencias de gran éxito hasta descubrir como y por que se alcanza el punto de inflexion a partir del cual algo se convierte en un fenomeno de masas: la clave del éxito. Gladwell nos presenta a personas responsables de difundir nuevas ideas y tendencias -los creadores naturales del boca a oreja- y examina la moda, los programas infantiles de television, la conducta de los fumadores y hasta la publicidad directa, con el fin de dilucidar el proceso del contagio de ideas. ENGLISH DESCRIPTION In this widely acclaimed bestseller, Malcolm Gladwell analyzes that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire: the keys to success. 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 revolutionary work explores and brilliantly illuminates the...



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