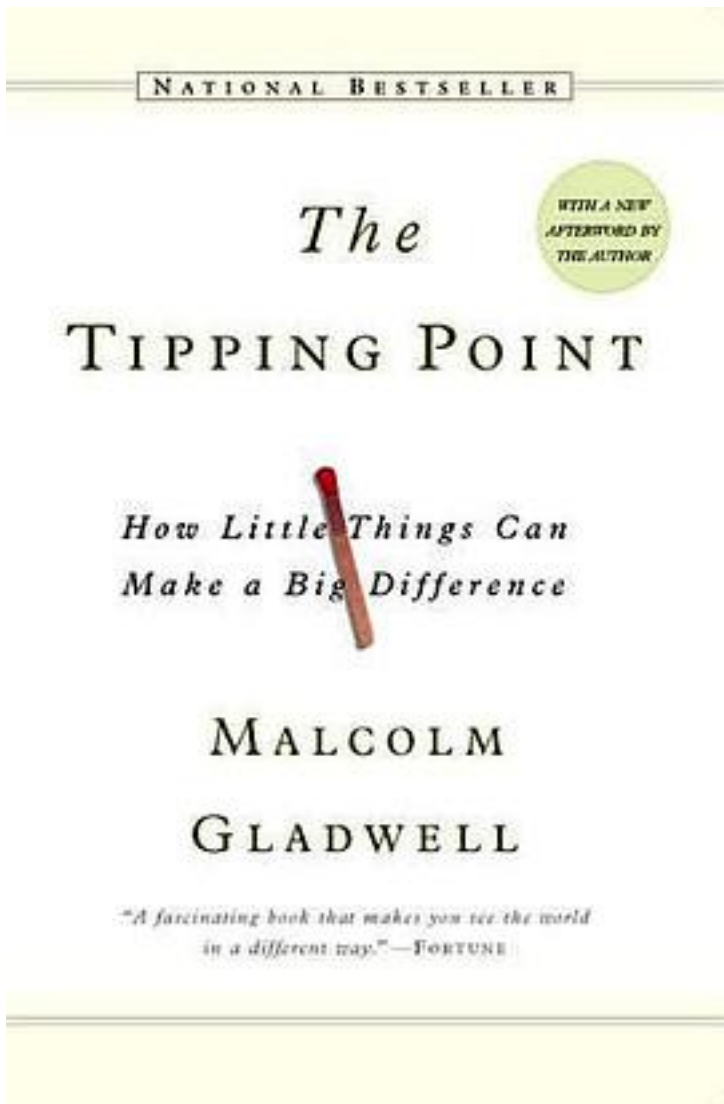


The Tipping Point



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This celebrated New York Times bestseller -- now poised to reach an even wider audience in paperback -- is a book that is changing the way Americans think about selling products and disseminating ideas.

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