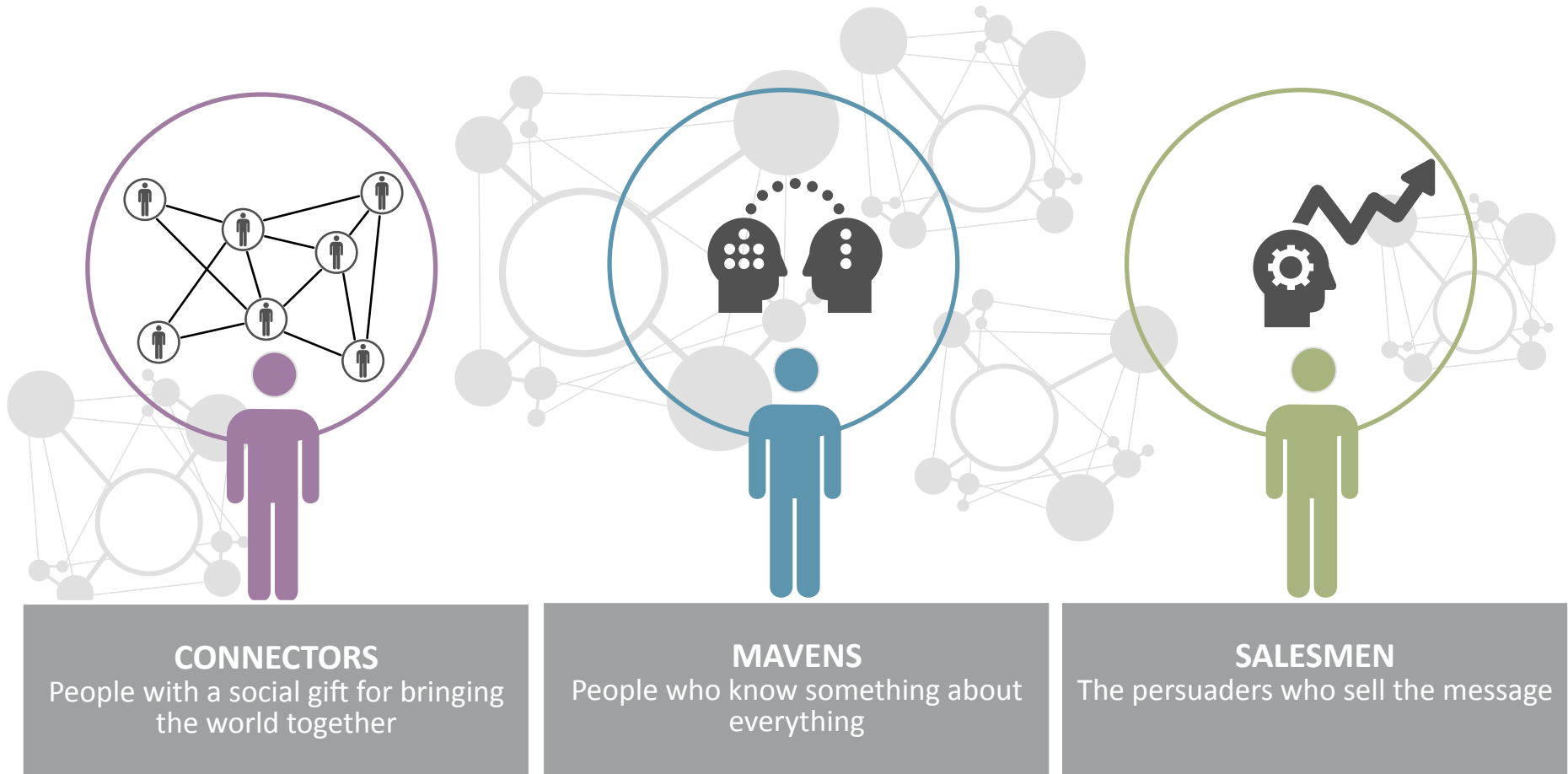


# 3 People Needed for a Movement



*Malcolm Gladwell, The Tipping Point. (New York: Little, Brown and Company, 2000).*