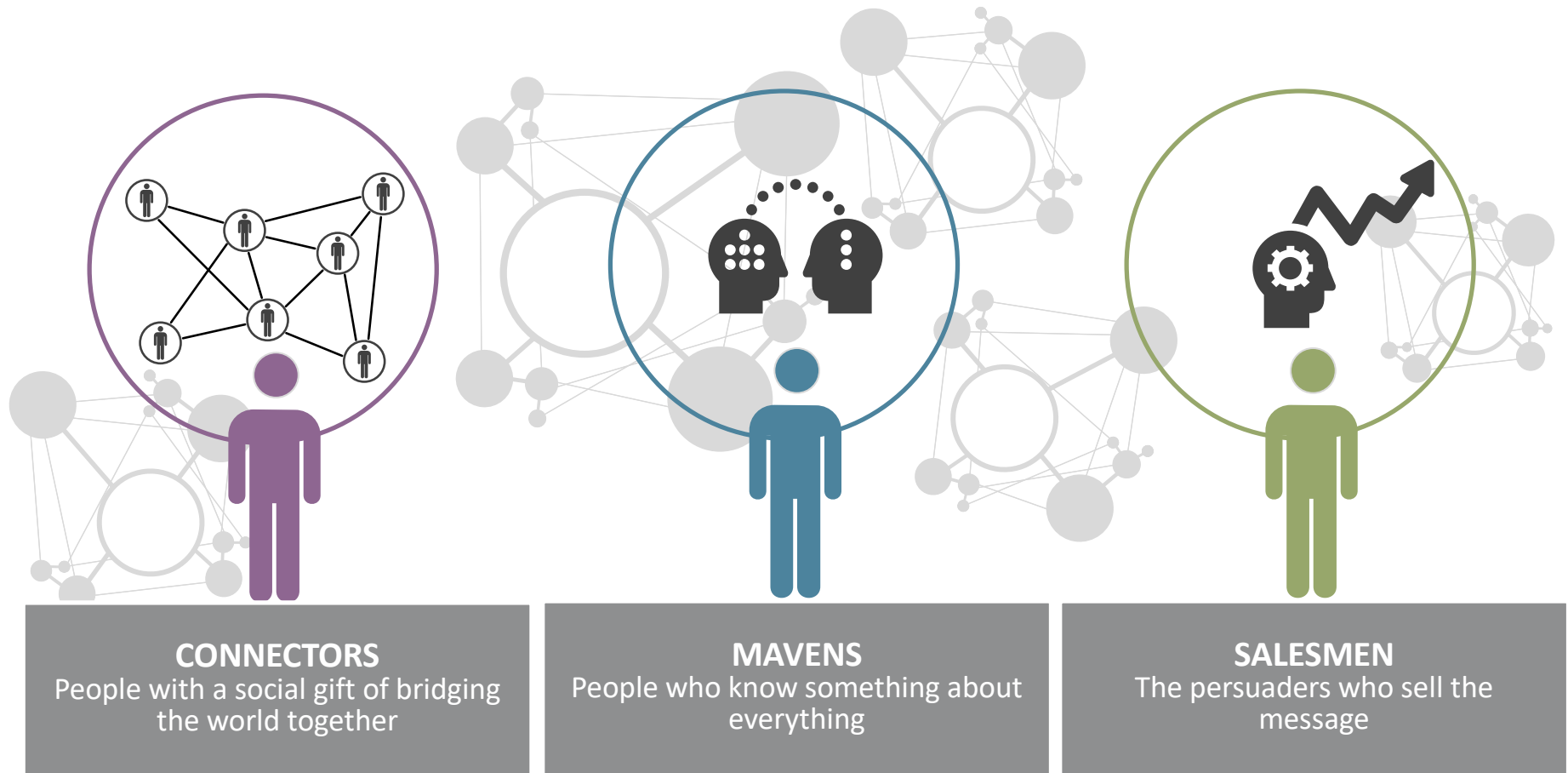


3 People Needed for a Movement



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