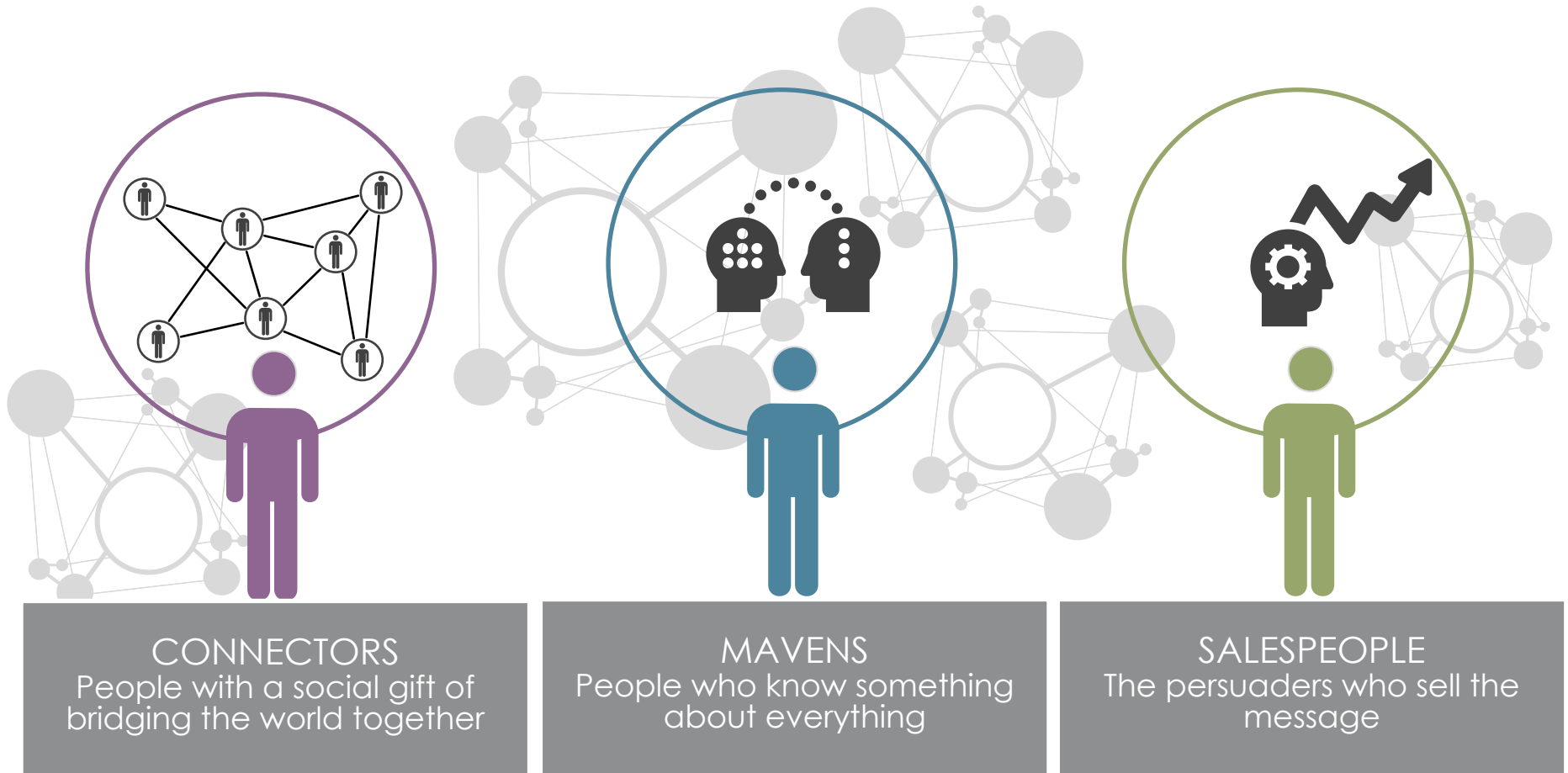


3 People Needed for a Movement



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