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2. The Tipping Point is the biography of an idea, and the idea is very simple. It is that the best way to understand the emergence of fashion trends, the ebb and flow of crime waves, or, for that matter, the transformation of unknown books into bestsellers, or the rise of teenage smoking, or the phenomena of word of mouth, or any number of the other mysterious changes that mark everyday life is ...Series 2 Episode 1. (Part 2) First Broadcast 2nd January 2013.FRAME: Emergence and Social Epidemics The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell Introduction The book takes a crack at explaining howThe Portfolio Management Tipping Point (1 of a 2-part Series) Posted on May 12, 2015 by Jay Leslie As we introduce more and more people to OnePager, we often come across people who are researching new tools for their organization.