



La clave del éxito: The Tipping Point (Spanish Edition)

Malcolm Gladwell

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¿Cómo surgen las epidemias, las modas, los éxitos de venta, el fenómeno de boca a boca o cualquiera de esos pequeños cambios que sacuden nuestra vida cotidiana al provocar grandes efectos?

En esta **obra revolucionaria**, que sigue ocupando los primeros puestos en las listas de ventas de Estados Unidos, Gladwell analiza la trayectoria de varios productos y tendencias de gran éxito hasta descubrir cómo y por qué se alcanza el punto de inflexión a partir del cual algo se convierte en un fenómeno de masas: la clave del éxito.

Gladwell nos presenta a personas responsables de difundir nuevas ideas y tendencias -los creadores naturales del boca a oreja- y examina la moda, los programas infantiles de televisión, la conducta de los fumadores y hasta la publicidad directa, con el fin de **dilucidar el proceso del contagio de ideas**.

«La mejor forma de entender los cambios misteriosos que jalonan nuestra vida cotidiana (ya sea la aparición de una tendencia en la moda, el retroceso de las oleadas de crímenes, la transformación de un libro desconocido en un éxito de ventas, el aumento del consumo de tabaco entre los adolescentes, o el fenómeno del boca a oreja) es tratarlos como puras epidemias. Las ideas, los productos, los mensajes y las conductas se extienden entre nosotros igual que los virus.»

Malcolm Gladwell

Reseñas:

«Malcolm Gladwell, escritor de éxito masivo, se ha convertido en uno de los grandes especialistas de nuestro tiempo en iluminar las zonas de sombra con su mezcla de periodismo, estudios científicos, historia y filosofía. Amante de llevar la contraria [...] Su objetivo es colocar junto a la certeza un signo de interrogación. [...] Gladwell define su trabajo como «no ficción pop». [...] Es un cheerleader de las ciencias sociales. [...] A la vista de los millones de lectores que han devorado sus libros, cabría decir que hay algo tranquilizador en ver ideas confirmadas por los estudios citados. También es curioso y seductor.»

El País Semanal

«Un mago en los libros de autoayuda. [...] Con más de 10 millones de ejemplares vendidos, Malcolm Gladwell es uno de los principales escritores "motivacionales", gurú del éxito y analista de "estrategias para triunfar". *La clave del éxito*, *Inteligencia intuitiva*, *Lo que vio el perro* y *Fueras de serie* son libros que ejecutivos y líderes de todo tipo devoran en los aeropuertos.»

La Gaceta de los negocios

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