

The Tipping Point

Malcolm Gladwell wrote **The Tipping Point (1) so as to/ in order to/to** explain the way social trends suddenly take off, **(2) to use/uses/using** Hush Puppies shoes as his first example. **(3) Before/As soon as/Until** their comeback in the late 90s, Hush Puppies had been a dying brand, **(4) owing to/due to/since** the fact that they were seen as old-fashioned. **(5) While/As soon as/After** a few young 'hipsters' began wearing them in the clubs of Manhattan in 1995 **(6) though/however/yet**, the fashion began to spread. **(7) Once/By the time/When** fashion designers started wearing them **(8) in addition/too/as well**, sales boomed and **(9) at the end/therefore/in the end** the shoes became one of the most popular fashion icons of the decade. This rapid turnaround in fortunes occurred **(10) even though/in spite of/while** the Hush Puppies company itself had played almost no part in it.

Gladwell compares such social trends to medical epidemics. **(11) Despite/Although/Whereas** they may begin with only a few people being 'infected', **(12) provided that/if/so long as** these individuals are influential and well connected, the trend will slowly grow **(13) by the time/until/when** the 'tipping point' is reached, at **(14) that/what/which** point the rate of spread accelerates enormously.

The Tipping Point made interesting reading for marketing executives, **(15) since/seeing as/as** it showed that **(16) however/whereas/while** widespread publicity may be achieved by expensive advertising campaigns, similar levels of exposure can be gained for far less **(17) because/due to/as a result of** word-of-mouth marketing. **(18) What's more,/As well,/Furthermore**, the advent of social media has greatly increased the role of viral marketing in starting social trends.

