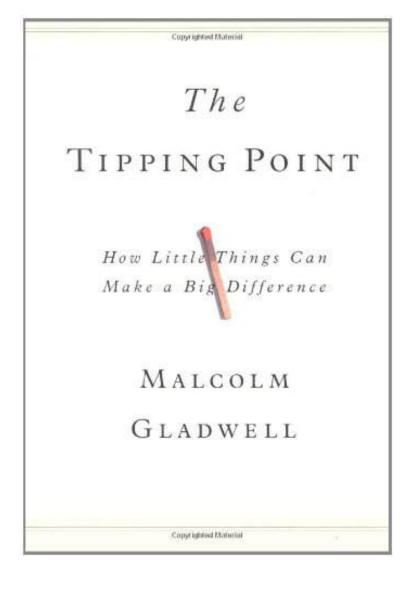
The Tipping Point: How Little Things Can Make a Big Difference



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