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**Lire des ebooks Le Point de bascule Danielle Charron & Malcom Gladwell PDF, ePub, mobi**, Comment New York, capitale du crime qu début des années 1990, est-elle devenue en quelques mois une ville sécuritaire ? Comment une marque de chaussures has been a-t-elle reconquis le marché mondial de la mode grâce à quelques clubs branchés de Manhattan ? L'idée du Point de bascule est simple : pour comprendre l'émergence des modes, la naissance des best-sellers, ou tout autre changement a priori mystérieux, il suffit de les concevoir comme des épidémies. Marketing, tabagisme, idéologie religieuse... Rien ne résiste à l'analyse de Malcolm Gladwell.

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