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BUSINESS

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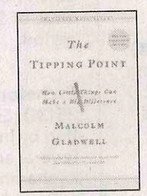
EXECUTIVE READ

Who: Terrie Wheeler, president, Professional Services Marketing Inc., New Brighton

What: "The Tipping Point: How Little Things Can Make a Big Difference" by Malcolm Gladwell



Why: "As you begin 'The Tipping Point,' one wonders how Paul Revere, Hush Puppies shoes, crime statistics and STDs cited as examples of epidemics could possibly relate to building a professional services practice? What could Gladwell possibly write about that lawyers, accountants, bankers, consultants and others would find helpful? A lot!

"His book offers a fresh, creative approach to developing the type of epidemic we all hope for in business: A word-of-mouth epidemic that will 'infect' our clients, referral sources and business contacts into proactively referring us to others. Within Gladwell's concept, 'The Law of the Few,' he defines a group of people called 'Connectors.' These highly influential, well-connected and powerful allies will go to great lengths to spread the word — *if* you offer the type of service that uniquely differentiates your business from others. Focus on how to best develop genuine relationships with Connectors and they will become outspoken advocates for you and your firm.

"I highly recommend this book to anyone seeking to create a buzz in the marketplace. It is compelling, refreshing and provides a roadmap on how to start a word-of-mouth epidemic to generate more business."