

This book is the outcome of an idea, and the idea is very simple. It is that the best way to understand the dramatic transformation any idea can bring and to successfully bring ideas across, is to think of them as profound insights and moments of clarity often disguised as wit, captured in one single Quote. Ideas and products and messages and behaviors spread faster when they carry your message in a single line or paragraph: a Quote. To feel the impact a Quote can have, here are three Causes Quotes from this book: Adversity causes some men to break; others to break records. - William Arthur Ward Before the effect one believes in different causes than one does after the effect. - Friedrich Nietzsche Conceit causes more conversation than wit. - Francois de La Rochefoucauld Three characteristics—one, contagiousness; two, the fact that little words can have big effects; and three, that insight happens not gradually but at one dramatic moment, using the right profound words—are the same three principles that define how an idea takes off, or a product goes viral. Of the three, the third, profound, trait... is the most important, because it is the principle that makes sense of the first two and that permits the greatest insight into why some ideas stick, some changes last, some words leave an impression, and others don't. This book will give you the opportunity to find that right Quote that can change it all.

The History of Architecture: Iconic Buildings throughout the ages, de Rachitide, Sive, Morbo Puerili Qui Vulgo the Rickets Dicitur Tractatus / Opera Primo AC Potissimum Francisci Glissonii: Adscitis in Operis Societatem Georgio Bate & Ahasuero Regemortero. (1660) (Paperback) - Common, God in the Mirror: Reflections on the Physiology of Faith, YOU ARE MEDITATION: Discover Peace and Bliss Within, Great Business Teams: Cracking the Code for Standout Performance,

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