

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 Acquired Quotes from this book: Mediocre men often have the most acquired knowledge. - Claude Bernard Good taste is the modesty of the mind; that is why it cannot be either imitated or acquired. - Delphine de Girardin Frivolity is inborn, conceit acquired by education. - Marcus Tullius Cicero 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.

Sergio: Websters Facts and Phrases, Modern Political Economy, Rheumatic Disease Clinics of North America: Volume 30, Number 1, February 2004 (Immunology for the Rheumatologist), Report on the preparation of rinderpest protective serum with fifty tabular statements, Letters of Queen Margaret of Anjou and Bishop Beckington and Others: Written in the Reigns of Henry V and Henry VI (1863),

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