



Business Book Club: New & Noteworthy Books for the Green Industry

Title: _The Tipping Point

Author: __Malcolm Gladwell

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My top 3 takeaways:

1. Make your team up of connectors, mavens and salesmen.
2. Humans are sensitive to quality of environment- the nicer – neat and tidy- the environment, the nicer behavior to expect from your employees and customers.
3. The power of groups and the power of charisma create shifts in how we perceive products, people and events.

How I plan to put the new ideas to work:

Malcolm Gladwell connects the dots on the way trends occur and the people and personalities that fuel or drive the trends. Connecting the dots by keeping your ear “to the ground”, you can anticipate a trend and hop on board before it fizzles. Gladwell’s book helps you think differently and is a historical account on how information is spread-starting with Paul Revere.