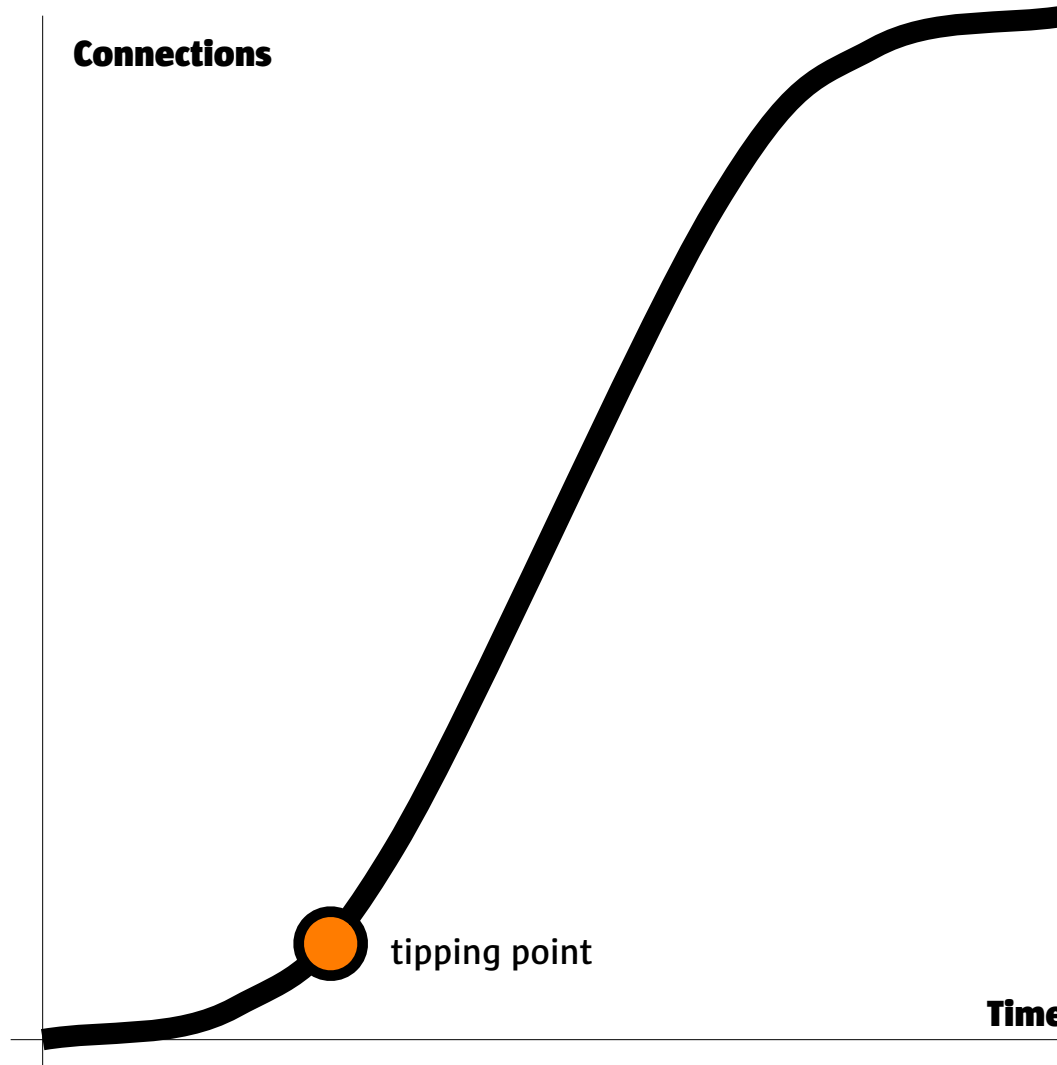


# The Tipping Point



## Ecosystem Behaviour

Increasing returns

Success breeds success

Strengthening feedback loops

Power law

Zipf distribution

Pareto 80/20 rule

Small worlds

## For Example

A few extremely wealthy people.  
Many poor people.

Many small communities.  
A few large communities.

A few very powerful people.  
Many powerless individuals.

Many small and medium businesses.  
A few mammoths.

Many small towns and villages.  
A few big cities.