



2025 Edition Viral Nonfiction Bestseller

Malcolm Gladwell

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The Tipping Point Malcolm Gladwell, 2006-11-01 From the bestselling author of The Bomber Mafia discover Malcolm Gladwell's breakthrough debut and explore the science behind viral trends in business marketing and human behavior. The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas. A wonderful page turner about a fascinating idea that should affect the way every thinking person looks at the world.

Michael Lewis **The Viral Underclass** Steven W. Thrasher, 2022-08-02
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WINNER OF THE 2022 POZ AWARD FOR BEST IN LITERATURE
Sarah Schulman named *The Viral Underclass* one of the Best Books of the 21st Century for the New York Times. An irresistibly readable and humane exploration of the barbarities of class: readers are gifted that most precious of things in these muddled times: a clear lens through which to see the world. Naomi Klein, New York Times bestselling author of *This Changes Everything* and *The Shock Doctrine*. From preeminent LGBTQ scholar, social critic, and journalist Steven W. Thrasher comes a powerful and crucial exploration of one of the most pressing issues of our times: how viruses expose the fault lines of society. Having spent a groundbreaking career studying the racialization, policing, and criminalization of HIV, Dr. Thrasher has come to understand a deeper truth at the heart of our society: that there are vast inequalities in who is able to survive viruses and that the ways in which viruses spread, kill, and take their toll are much more dependent on social structures than they are on biology alone. Told through the heart-rending stories of friends, activists, and teachers navigating the novel coronavirus, HIV, and other viruses, Dr. Thrasher brings the reader with him as he delves into the viral underclass and lays bare its inner workings. In the tradition of Isabel Wilkerson's *Caste* and Michelle Alexander's *The New Jim Crow*, *The Viral Underclass* helps us understand the world more deeply by showing the fraught relationship between privilege and survival.

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