

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 Conviction Quotes from this book: The best lack all conviction, while the worst are full of passionate intensity. - William Butler Yeats Conviction never so excellent, is worthless until it converts itself into conduct. - Thomas Carlyle Conviction is worthless unless it is converted into conduct. - Thomas Carlyle 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.

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