

Contents

Introduction 3

ONE

The Three Rules of Epidemics 15

TWO

The Law of the Few:
Connectors, Mavens, and Salesmen 30

THREE

The Stickiness Factor:
Sesame Street, Blue's Clues,
and the Educational Virus 89

FOUR

The Power of Context
(Part One): Bernie Goetz and the Rise and
Fall of New York City Crime 133

FIVE

The Power of Context
(Part Two): The Magic Number
One Hundred and Fifty 169

SIX

Case Study: Rumors, Sneakers, and
the Power of Translation 193

SEVEN

Case Study: Suicide, Smoking,
and the Search for
the Unsticky Cigarette 216

EIGHT

Conclusion:
Focus, Test, and Believe 253

Endnotes 260

Acknowledgments 271

Index 273