

ACKNOWLEDGMENTS

In the acknowledgments section of "Revenge of the Tipping Point: Overstories, Superspreaders, and the Rise of Social Engineering," the author reflects on the creative process and the wisdom of economist Albert O. Hirschman. Hirschman describes the nature of creativity as surprising and unpredictable; he argues that one must misjudge the complexity of a task to fully engage creative resources. This concept resonated with the author, who began writing the book with the intention of simply refreshing "The Tipping Point" for its twenty-fifth anniversary. However, as the writing progressed, it became clear that this endeavor would transform into a completely new work, demonstrating the very essence of Hirschman's insights.

The author's journey was greatly supported by contributions from various colleagues and friends. Jacob Weisberg played a crucial role by encouraging a return to "The Tipping Point." The author expresses gratitude to Tali Emlen, who provided extensive research assistance, and Nina Lawrence, who contributed significantly by facilitating numerous interviews. Acknowledgments extend to Adam Grant, Ben Naddaf-Hafrey, Eloise Lynton, Dave Wirtshafter, Mala Gaonkar, and Charles Randolph for their valuable feedback on early drafts.

Additionally, the author thanks Asya Muchnick, the editor at Little, Brown, for her meticulous readings that improved the manuscript, and credit is given to Jael Goldfine for fact-checking and Allan Fallow for copyediting. The author's agent, Tina Bennett, is also recognized for her enduring support.

Ultimately, the most heartfelt gratitude goes to the author's family—Kate, Edie, and Daisy—highlighting their vital role in providing inspiration and support throughout the writing process. The acknowledgments celebrate not only the collaboration and mentorship that went into creating the book but also the personal connections that fuel the author's passion and motivation.