AUTHOR'S NOTE

In the chapter titled "Author's Note" from *Revenge of the Tipping Point: Overstories, Superspreaders, and the Rise of Social Engineering*, the author reflects on the journey of his first book, *The Tipping Point: How Little Things Make a Big Difference*, which was published twenty-five years ago. He recalls writing it in his small Chelsea apartment, filled with a mix of nerves and excitement typical of novice authors. He defines *The Tipping Point* as "the biography of an idea," emphasizing that understanding the emergence of trends and phenomena—whether it be fashion, crime rates, or cultural shifts—can be akin to studying epidemics, where ideas and behaviors spread like viruses.

Upon its release in 2000, the book's initial reception was modest, with only two attendees at his first reading. However, it soon gained momentum, entering the public consciousness and cementing its significance with years spent on the *New York Times* bestseller list. Influential figures, including Bill Clinton, acknowledged its impact, and the term "tipping point" became a vernacular touchstone. The author speculates that the book resonated because it emanated a hopeful message reflective of a positive zeitgeist, as the new millennium brought a sense of optimism regarding societal issues.

As a quarter-century has passed, the author observes how much he has changed, both personally and in perspective. He wonders about some choices made in the original book, particularly the inclusion of a chapter on *Sesame Street* and *Blue's Clues*, despite lacking personal experience with children at the time. Over the years, his career evolved; he published other notable works, started a podcast, experienced family life, and made lifestyle changes.

This chapter serves as a prelude to a revisitation of *The Tipping Point*, approached with a matured lens. The author expresses a desire to delve deeper into the complexities of social epidemics, having grappled with unresolved questions since the book's initial publication. He acknowledges that reflecting on his past work raised inquiries he had never considered, leading him to embark on a new endeavor, resulting in *Revenge of the Tipping Point*, which seeks to expand upon and explore new theories surrounding the spread of ideas and behaviors in today's world.