MIDDLE BUILD

SCENE NUMBER

LIFE

UNIVERSAL WISDOM

SHOE LEATHER WISDOM

RESEARCH WISDOM

UNCONSCIOUSNESS

IGNORANCE

POSITIVE VALUE

5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43

(+) Containment to (-) Epidemic

(+) Acute to (-) Chronic

(+) Caring to (-) Uncaring

Tipping requires few, stickiness and context.

Paul Revere warns "the British are Coming."

Connections are formed at hubs.

Connectors form "weak ties."

Connectors span different worlds.

Weak ties better for change.

Paul Revere was a connector

Connectors cannot tip things alone.

Mavens are masters of inofrmation.

Mavens convince through authenticity.

Salesmen persuade active change.

Persuasion is nonverbal.

Dominant personalities persuade nonverbally

Colonists revolt and beat British

Sesame Street founded as sticky educational virus.

Nature of message as important as information.

Children learn when they are engaged.

Learning is story driven, narrative rules.

Clue order is everything.

Form of message (stickiness) as crucial as messenger

(+) Life to (-) Death

Crime after Goetz plummets.

Context is third principle of epidemics

Broken windows (little things) make big diff.

(+) Controlling to (-) Abusive

(+) Caring to (-) Uncaring

Unknown book becomes bestseller.

Groups amplify messages

Human channel capacity is 150

Gore Associates Secret Sauce is 150

Airwalk tipped with Maven, Connector, Stickiness and Context.

Mavens and salesmen move across chasm.

Needle exchange translation incentives.

Airwalk rides "cool" translators to mass

(+) Cult popular to (++) Mass

(+) Authentic to (-) Inauthentic

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Baltimore's syphilis problem tips.

(-) Infected to (-) Death

Few infect many.

Viruses mutate, get sticky.

Kitty Genovese is murdered.

(-) Ignorance to (+) Wisdom

(-) Uninformed to (+) Informed

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

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(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

(-) Subjugated to (+) Free

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

Bernard Goetz shooting.

(-) Death to (+) Life

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Wisdom

Guard/prisoner determines behavior

Seminarians aren't good semaritans.

(-) Unknown to (+) Bestseller

(-) Ignorance to (+) Wisdom

(-) Ignorance to (+) Widsom

(-) Unstable to (+) Stable

(-) Unkonwn to (+) Popular

(-) Ignorance to (+) Wisdom

(-) Vulnerable to (+) Safe

Airwalk abandons mavens for mass.

NEGATIVE VALUE

STUPIDITY

DEATH

STUPIDITY MASQUERADING AS WISDOM

DAMNATION

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