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Joan Torres

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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 Surprise Quotes from this book:

'The husband who decides to surprise his wife is often very much surprised himself. - Voltaire'

'Whoever can surprise well must conquer. - John Paul Jones'

'The backbone of surprise is fusing speed with secrecy. - Carl von Clausewitz'

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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Brandy Hagaman:

Now a day people who Living in the era everywhere everything reachable by talk with the internet and the resources in it can be true or not require people to be aware of each details they get. How individuals to be smart in acquiring any information nowadays? Of course the reply is reading a book. Reading through a book can help men and women out of this uncertainty Information specially this Surprise Greatest Quotes - Quick, Short, Medium Or Long Quotes. Find The Perfect Surprise Quotations For All Occasions - Spicing Up Letters, Speeches, And Everyday Conversations. book since this book offers you rich details and knowledge. Of course the info in this book hundred pct guarantees there is no doubt in it you may already know.

Richard Bentley:

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Roy Hanson:

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