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Judith Black

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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 Serious Quotes from this book:

'The person who can be only serious or only cheerful, is but half a man. - Leigh Hunt'

'War is much too serious a thing to be left to military men. - Charles Maurice de Talleyrand'

'Your glass will not do you half so much service as a serious reflection on your own minds. - Mary Astell'

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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As people who live in often the modest era should be update about what going on or facts even knowledge to make them keep up with the era that is certainly always change and make progress. Some of you maybe will update themselves by studying books. It is a good choice for yourself but the problems coming to you actually is you don't know which one you should start with. This Serious Greatest Quotes - Quick, Short, Medium Or Long Quotes. Find The Perfect Serious Quotations For All Occasions - Spicing Up Letters, Speeches, And Everyday Conversations. is our recommendation so you keep up with the world. Why, since this book serves what you want and wish in this era.

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Start from kids until adolescents. For example Naruto or Investigation company Conan you can read and believe that you are the character on there. So, not at all of book are generally make you bored, any it offers you feel happy, fun and chill out. Try to choose the best book in your case and try to like reading this.

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