

Acknowledgments

Acknowledgments are often the author's chance to reflect on the creative process, highlighting the contributions that helped shape the final work. In *Revenge of the Tipping Point: Overstories, Superspreaders, and the Rise of Social Engineering*, the author takes a moment to acknowledge the insights of economist Albert O. Hirschman, whose understanding of creativity influenced the direction of the book. Hirschman argues that true creativity emerges when one underestimates the complexity of a task, allowing for unexpected breakthroughs. This idea deeply resonated with the author, who initially set out to revise *The Tipping Point* for its twenty-fifth anniversary but soon realized that the project had evolved into something entirely new. The shift from a simple update to an entirely original work serves as a testament to the unpredictable nature of creativity that Hirschman described.

The acknowledgments section also highlights the invaluable support and encouragement received from colleagues and friends throughout the journey. Jacob Weisberg's suggestion to revisit *The Tipping Point* was crucial in setting the foundation for the book's evolution. The author expresses deep gratitude to Tali Emlen, whose research assistance was pivotal, and Nina Lawrence, who played a key role by facilitating many of the interviews that enriched the book. Many others, including Adam Grant, Ben Naddaf-Hafrey, Eloise Lynton, Dave Wirtshafter, Mala Gaonkar, and Charles Randolph, are thanked for their insightful feedback on early drafts, each contributing to the refinement and depth of the final manuscript. These acknowledgments reflect the collaborative nature of the project and the critical role others played in bringing the author's vision to life.

In addition to the support from colleagues, the acknowledgments extend to the professional team that helped shape the book's final form. Asya Muchnick, the editor at Little, Brown, is recognized for her careful and thoughtful readings, which greatly

improved the manuscript's quality. Jael Goldfine is thanked for her diligent fact-checking, ensuring the accuracy of the information presented, while Allan Fallow is acknowledged for his expert copyediting. The author also expresses gratitude to Tina Bennett, their agent, for her continued support and guidance throughout the project. These acknowledgments show how the collaboration between the author and their editorial team was essential in transforming the original concept into a polished and well-crafted work.

Above all, the most heartfelt acknowledgments go to the author's family—Kate, Edie, and Daisy—whose unwavering support provided both inspiration and motivation throughout the writing process. The family's contributions are not only recognized for their emotional support but also for being a constant source of encouragement during the challenges that inevitably arose. Their presence and backing were integral to the author's ability to complete the book, underscoring the importance of family as a pillar of strength in any creative endeavor. These acknowledgments serve as a powerful reminder that while the creative process is often seen as an individual pursuit, it is the support of others—whether professional colleagues or loved ones—that truly enables an author to bring their vision to life.

Ultimately, the acknowledgments section of *Revenge of the Tipping Point* is a celebration of both the collaboration and personal connections that fueled the book's creation. Through the contributions of many, from colleagues offering feedback and research to an editor fine-tuning the manuscript, the work has evolved into something greater than the author initially envisioned. These acknowledgments are not just a list of names but a heartfelt expression of gratitude to those who helped shape the final product. The support from the author's family, friends, and professional network serves as a reminder that the creative process is rarely a solitary journey, and the relationships that support it play a crucial role in bringing a book to completion.