

# Change Spreads Like an Epidemic, Reveals Goldlcon Enterprise

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Birmingham-based sales and marketing firm [Goldlcon Enterprise](#) has been discussing Malcolm Gladwell's successful book, 'The Tipping Point' and uncovered how it only takes one person to make something happen.

About: <http://www.goldlcon.co.uk/about/>

Gladwell described the tipping point as that magic moment when an idea, trend, or social behaviour crosses a threshold, tips, and spreads like wildfire. To help describe the concept, he uses the metaphor of an epidemic - a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. The tipping point phenomenon is already changing the way people throughout the world think about selling products and disseminating ideas:

"As human beings, we always expect everyday change to happen slowly and steadily, and for there to be some relationship between cause and effect. And when there isn't — when crime drops dramatically in New York for no apparent reason, or when a movie made on a shoestring budget ends up making hundreds of millions of dollars — we're surprised. I'm saying, don't be surprised. This is the way social epidemics work." - Malcolm Gladwell.

Goldlcon Enterprise firmly believes in the book's precedent. The company believes it takes only one person to lead others into a successful life. Any one individual's ideas, behaviour and messages can cause significant change in the industry. [CEO Dwayne Foster](#) explains:

"Social epidemics govern the way the world works. Goldlcon Enterprise embraces this quality; we're always looking for the spark that could change everything about the market."

The firm is looking to start some "positive" epidemics of their own. They are offering mentoring opportunities and workshops to help engage individuals with the capability to lead the way for others, as well as to insight inspiration in the whole team to pursue their goals, no matter how ambitious. The company works closely with all their contractors to help them develop the critical sales and marketing skills they need to make an impression.

Specialists in direct marketing, Goldlcon Enterprise have a passion for people and genuine connections. They deliver the most personalised, dynamic and unique marketing solutions with the aim of creating hype and brand awareness for their clients.

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## Company Contact:

[GoldIcon Enterprise](#)

E. [admin@goldicon.co.uk](mailto:admin@goldicon.co.uk)

W. <https://www.goldicon.co.uk/>

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