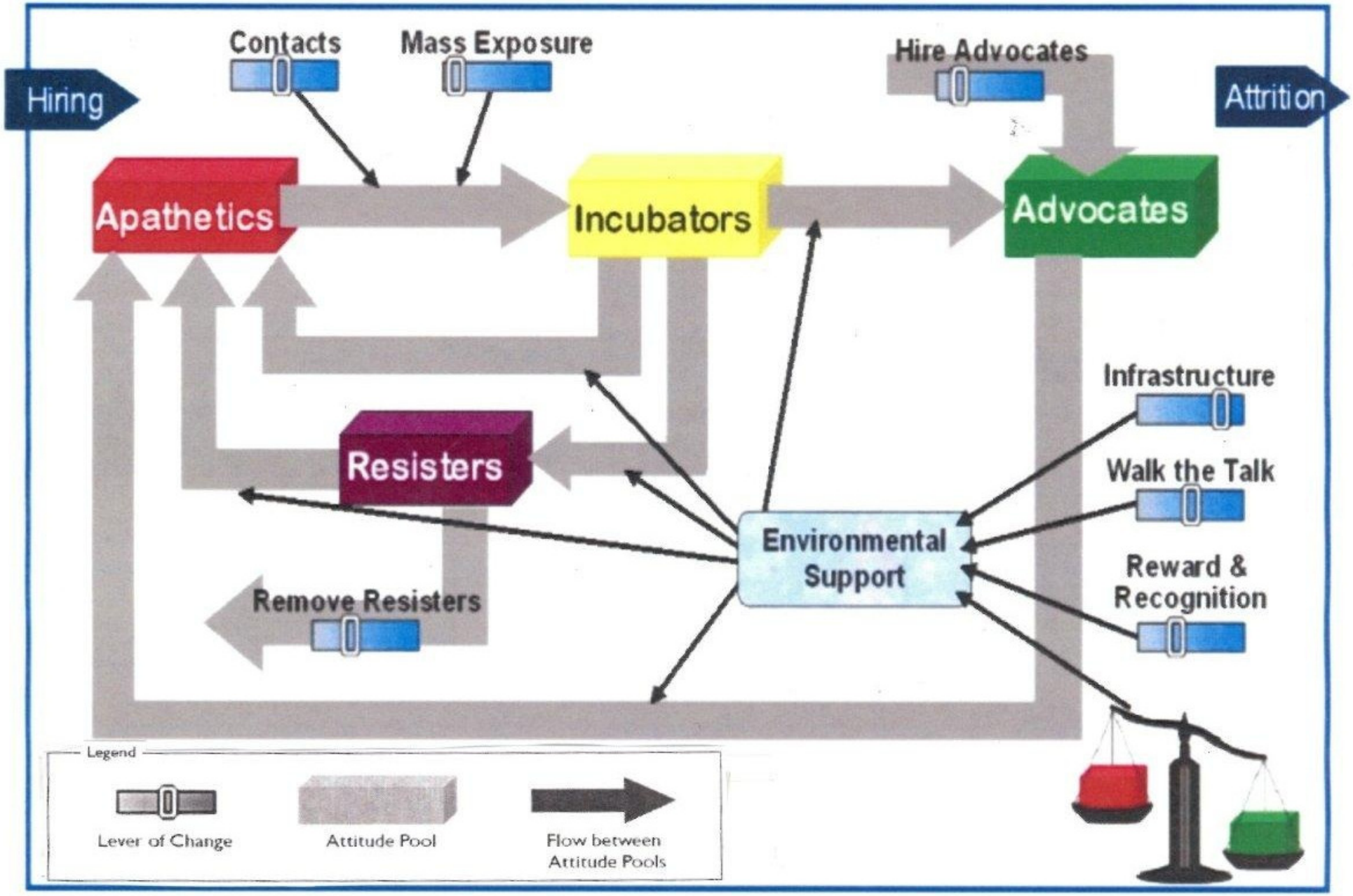The Tipping Point Model