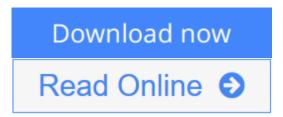


## Across Greatest Quotes - Quick, Short, Medium Or Long Quotes. Find The Perfect Across Quotations For All Occasions -Spicing Up Letters, Speeches, And Everyday Conversations.

By Charlotte Payne



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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.

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'I have this lock of hair that keeps falling across my forehead. It drives me mad. - William Boyd'

'Without the aid of prejudice and custom, I should not be able to find my way across the room. - William Hazlitt'

'I could, as a free man, look across the bay toward the Eastern Shore where I was born a slave. - Frederick Douglass'

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.

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