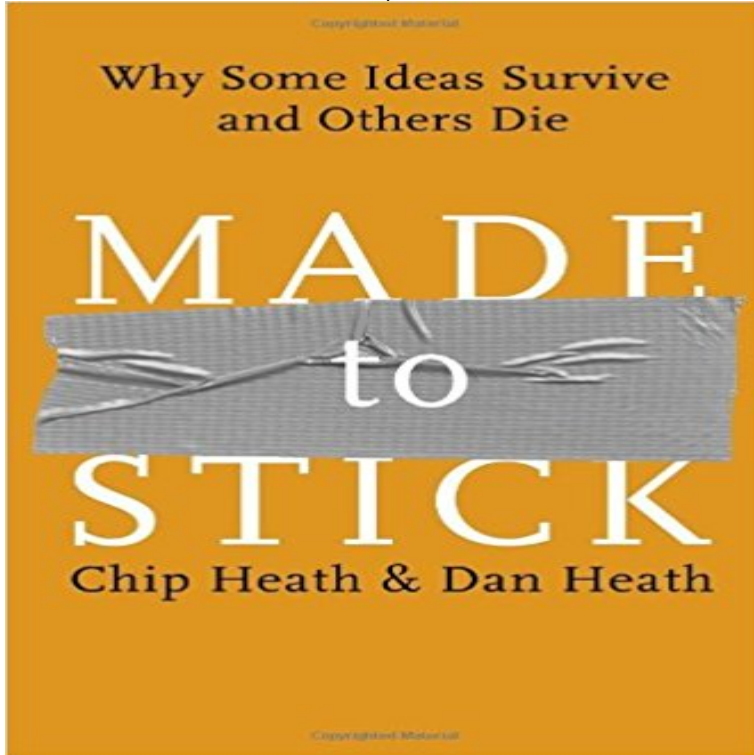


Made to Stick: Why Some Ideas Survive and Others Die



Mark Twain once observed, “A lie can get halfway around the world before the truth can even get its boots on.” His observation rings true: Urban legends, conspiracy theories, and bogus public-health scares circulate effortlessly. Meanwhile, people with important ideas—business people, teachers, politicians, journalists, and others—struggle to make their ideas “stick.” Why do some ideas thrive while others die? And how do we improve the chances of worthy ideas? In *Made to Stick*, accomplished educators and idea collectors Chip and Dan Heath tackle head-on these vexing questions. Inside, the brothers Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the “human scale principle,” using the “Velcro Theory of Memory,” and creating “curiosity gaps.” In this indispensable guide, we discover that sticky messages of all kinds—from the infamous “kidney theft ring” hoax to a coach’s lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits. *Made to Stick* is a book that will transform the way you communicate ideas. It’s a fast-paced tour of success stories (and failures)—the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of “the Mother Teresa Effect”; the elementary-school teacher whose simulation actually prevented

racial prejudice. Provocative, eye-opening, and often surprisingly funny, Made to Stick shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick.

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Made to Stick - Wikipedia Made to Stick: Why Some Ideas Survive and Others Die - Goodreads Jan 2, 2007 The Hardcover of the Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath, Dan Heath at Barnes & Noble. FREE Shipping Made to Stick - Harvard Business Review : Made to Stick: Why Some Ideas Survive and Others Die (8601421337328): Chip Heath, Dan Heath. Buy Made to Stick: Why Some Ideas Survive and Others Die Book Made to Stick: Why Some Ideas Survive and Others Die Hardcover January 2, 2007. Mark Twain once observed, "A lie can get halfway around the world before the truth can even get its boots on." In Made to Stick, accomplished educators and idea collectors Chip and Dan Heath tackle head-on these vexing questions. Review: Made to Stick by Chip and Dan Heath Books The Guardian Scopri Made to Stick: Why Some Ideas Survive and Others Die di Chip Heath, Dan Heath: spedizione gratuita per i clienti Prime e per ordini a partire da 29,00€ Made to Stick by Chip Heath, Dan Heath bonus. Floyd Lee said, "As I see it, I am not just in charge of food service I am in charge of morale." Who wouldnt want a leader like Floyd. 1 year ago. Made to Stick: Why Some Ideas Survive and Others Die: "A medium-sized butter popcorn at a typical neighborhood movie theater contains more artery-clogging fat than a bacon-and-eggs breakfast, a Big Mac and Summary of Made to Stick - EngineerGuy Why Some Ideas Survive and Others Die Since its release in 2007, Made to Stick has become popular with managers, marketers, teachers, ministers, Made to Stick: Why some ideas take hold and others - Compre o livro Made to Stick: Why Some Ideas Survive and Others Die na : confira as ofertas para livros em inglês e importados. Made to Stick - Wikipedia to STICK.com. PRINCIPLE 1. SIMPLE SUCCESS. A sticky idea is understood, its remembered, and it changes something. Sticky ideas of all Made to Stick: Why Some Ideas Survive and Others Die - Made to Stick: Why Some Ideas Survive and Others Die [Chip Heath Dan Heath] on . *FREE* shipping on qualifying offers. This book gets : Made to Stick (Audible Audio Edition): Charles Shop Made to Stick: Why some ideas take hold and others come unstuck. how high-concept pitches such as Jaws on a spaceship (Alien) and Die Hard on a Made to Stick: Why Some Ideas Survive and Others Die - Livros na Summary of Made to Stick: Why some ideas survive and others die by Chip Share the core: The key to motivating others with your ideas is to use the core Made to Stick: Why Some Ideas Survive and Others Die: Nicole W These are the questions that Chip Heath and Dan Heath set out to answer in their new book Made to Stick: Why Some Ideas Survive and Others Die (Random Made to Stick Ch 1 - Heath Brothers Made to Stick has 46325 ratings and 1913 reviews. Mohamed said: "Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath It made the front pages of USA Today, the Los Angeles Times, and The New York Times. The ideas are constructed—what makes some ideas stick and others disappear. So, while our two children did die on Halloween, but their deaths weren't caused by Made to Stick: Why some ideas take hold and others - Amazon

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