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About Made to Stick. 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.

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Made to Stick Why Some Ideas Survive and Others Die

Dan Heath is a senior fellow at Duke University's CASE center, which supports entrepreneurs fighting for social good. He lives in Durham, North Carolina. Together, Chip and Dan have written three New York Times bestselling books: Made to Stick, Switch, and Decisive.

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About Made to Stick. NEW YORK TIMES BESTSELLER The instant classic about why some ideas thrive, why others die, and how to improve your ideas

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The book "Made to Stick: Why Some Ideas Survive and Others Die" by Chip Heath and Dan Heath Chow, is about how to make your ideas memorable; be it promoting a product / project, being a professional, forwarding a company's strategy or lessons to students. Everything revolves around the SUCCESS methodology.

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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".

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Made to Stick Wikipedia

Made to Stick: Why Some Ideas Survive and Others Die is a book by brothers Chip and Dan Heath published by Random House on January 2, 2007. The book continues the idea of "stickiness" popularized by Malcolm Gladwell in The Tipping Point, seeking to explain what makes an idea or concept memorable or interesting.

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Summary of Made to Sticky by Chip Dan Heath

Summary of Made to Stick: Why some ideas survive and others die by Chip Heath and Dan Heath (Random House, 2007) Summary by Bill Hammack, Department of

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Made to Stick Why Some Ideas Survive and Others Die

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Review Made to Stick by Chip and Dan Heath The Guardian

Chip and Dan Heath's Made to Stick shows us that if you want your message to be memorable, keep it simple, says William Leith.

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