

[MADE TO STICK CHIP HEATH](#)



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In Made to Stick, Chip and Dan 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. Along the way, 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.

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Made to Stick Heath Brothers

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 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. A similar style to Gladwell's is used, with a number of stories and case studies followed by principles.

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Made to Stick by Chip and Dan Heath forcesofhabit.com

Made to Stick Summary Journal Entry: This is my book summary of Made to Stick: Why Some Ideas Survive and Others Die by Chip and Dan Heath. My notes are a reflection of the journal write up above.

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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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Chip Heath Made to Stick

Chip examines why certain ideas - ranging from urban legends to folk medical cures survive and prosper in the social marketplace of ideas. Why is it that urb

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Made to Stick Summary Chip & Dan Heath gives unbiased thoughts and suggestions on Why Some Ideas Survive and Others Die - and learn to control the outcome.

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Made To Stick by the Heath brothers is a practical resource on how to communicate effectively in a way that your message will influence and motivate to take action.

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