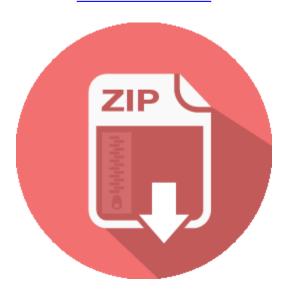
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In Made to Stick, accomplished educators and idea collectors Chip and Dan Heath tackle head-on these vexing questions. Inside, the Heath brothers reveal the anatomy of ideas that stick and explain sure-fire methods for

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