

DAN HEATH SWITCH



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Chip Heath is the Thrive Foundation of Youth Professor of Organizational Behavior in the Graduate School of Business at Stanford University. Learn more Dan Heath is a Senior Fellow at Duke University's CASE center, which supports social entrepreneurs.

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DAN HEATH is a senior fellow at Duke University's Center for the Advancement of Social Entrepreneurship (CASE). He lives in Raleigh, North Carolina. He lives in Raleigh, North Carolina. The Heath brothers are the bestselling authors of Made to Stick and Switch .

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Switch: How To Change Things When Change Is Hard I have been touting Chip and Dan Heath's book Switch for some time now, so it I thought I ought to actually write about why. If you are in the role of a change agent this book is your manual.

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Switch How to Change Things When Change Is Hard by Chip Heath

Chip Heath is the professor of Organizational Behavior in the Graduate School of Business at Stanford University. He received his B.S. degree in Industrial Engineering from Texas A&M University and his Ph.D. in Psychology from Stanford. He co-wrote a book titled Switch How to Change Things When Change Is Hard with his brother Dan Heath.

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