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Heath Brothers Official Site

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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Switch How To Change Things When Change Is Hard

Chip and Dan Heath take things down another couple of levels. They deal with the psychology what goes on between our ears, and their process maps very well back to Kotter's as a much more explicit how to. This book summary and review of Switch: How To Change Things When Change Is Hard was prepared by

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Switch by Chip Heath Dan Heath Penguin Random House

About Switch Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller Made to Stick .

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Switch by Chip and Dan Heath Summary Alex Vermeer

This article contains my book notes for Switch by Chip and Dan Heath. 1. Summary (What You Need to Know) Your brain is like an elephant with a rider perched on top. The rider does the planning and analyzing.

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Switch How to Change Things When Change Is Hard by Chip

CHIP HEATH is a professor at the Graduate School of Business at Stanford University. He lives in Los Gatos, California. DAN HEATH is a senior fellow at Duke University's Center for the Advancement of Social Entrepreneurship (CASE). He lives in Raleigh, North Carolina. The Heath brothers are the bestselling authors of

Made to Stick and Switch.

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Book Notes Switch by Chip Heath and Dan Heath Michael Hyatt

According to Chip and Dan Heath, the primary obstacle is a conflict that's built into our brains. In their new book, Switch, they explain this conflict and, more importantly, how to overcome it to create the outcomes you want.

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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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