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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 (2010) is about how to bring about change in an organization. Its main focus is changing behavior by appealing to the rational and emotional sides of people's psyches. I enjoyed Chip and Dan Heath's earlier book, "Made to Stick", so when the president of my company recommended this book on

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