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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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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 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. They write a regular column in Fast Company magazine

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Chip & Dan Heath NEW YORK TIMES NO. 1 BESTSELLER. SWITCH Chip and Dan Heath are the co-authors of Made to Stick: Why Some Ideas Take Hold and Others Come Unstuck. They also write a monthly column called 'Made to Stick' for Fast Company magazine. They have spoken and consulted at organisations such as Nike, Microsoft,

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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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