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Made to Stick Why Some Ideas Survive and Others Die by

Chip Heath is a professor at Stanford Graduate School of Business, teaching courses on strategy and organizations. He has helped over 450 startups hone their business strategy and messages. He lives in Los Gatos, California. Dan Heath is a senior fellow at Duke University's CASE center, which supports entrepreneurs fighting for social good. He lives in Durham, North Carolina.

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Made to Stick Heath Brothers

Made to Stick: Why Some Ideas Survive and Others Die It will join *The Tipping Point* and *Built to Last* as a must-read for business people. Guy Kawasaki Since its release in 2007, *Made to Stick* has become popular with managers, marketers, teachers, ministers, entrepreneurs, and others who want to make their ideas stick.

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ber den Autor und weitere Mitwirkende. Chip Heath is a professor at Stanford Graduate School of Business, teaching courses on strategy and organizations. He has helped over 450 startups hone their business strategy and messages. He lives in Los Gatos, California.

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