

## **MADE TO STICK CHIP HEATH**



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### **Made to Stick Wikipedia**

References. ^ "Summary of Made to Stick: Why some ideas survive and others die by Chip Heath and Dan Heath (Random House, 2007)". ^ Authors' profiles Archived 2008-03-10 at the Wayback Machine. ^ Solomon, Micah (November 1, 2017). ^ Leith, William (February 24, 2007). ^ Samuelson,

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### **Made to Stick by Chip and Dan Heath forcesofhabit com**

Made to Stick Summary Journal Entry: This is my book summary of Made to Stick: Why Some Ideas Survive and Others Die by Chip and Dan Heath. My notes are a reflection of the journal write up above. Written informally, the notes contain a mesh of quotes and my own thoughts on the book.

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In Made to Stick, accomplished educators and idea collectors Chip and Dan Heath tackle head-on these vexing questions. Inside, the Heath brothers reveal the anatomy of ideas that stick and explain sure-fire methods for making ideas stickier, such as violating schemas, using the Velcro Theory of Memory, and creating curiosity gaps.

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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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### **Made to Stick by Chip Heath Dan Heath**

In Made to Stick, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds from the infamous kidney theft ring hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony draw their power from the same six traits.

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