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made of?) Before your message can stick, your audience has to want it. To be concrete, use sensory language. (Think Aesop's fables.) Paint a mental picture. (A man on the moon) Remember the Velcro theory of memory try to hook into multiple types of memory. Ideas can get credibility from outside (authorities or anti-authorities) <http://ebookslibrary.club/download/MADE-to-STICK-SUCCEs-Model-heathbrothers-com.pdf>

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Made to Stick answers how simple it actually is for ideas to stick if you successfully create lasting messages. To understand how these ideas really stick together, the Chip and Dan Heath wrote Ideas that Stick and in this summary, we will share the main concepts so that you can have and put into practice successful ideas.

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4 MADE TO STICK Heat\_1400064287\_2p\_all\_r1.qxp 8/29/06 11:32 PM Page 4. tionale that can be modeled, drawing on existing practice, it begins, going on to argue that [a] factor constraining the flow of resources to CCIs is that funders must often resort to targeting or categorical re-

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### **Made to Stick Creashock**

Made to Stick By Chip Heath & Dan Heath, Random House, 2008 What sticks? Whether you're a CEO or a full-time mom, you've got ideas that you need to communicate: a new product coming to market, a strategy you want to sell your boss, values you are trying to instill in your children. But it's hard fiendishly so to transform the way

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Summary Made to Stick Book Summary : The must-read summary of Chip and Dan Heath's book: "Made to

Stick: Why Some Ideas Survive and Others Die" This complete summary of the ideas from Chip and Dan

Heath's book "Made to Stick" explains what 'sticky' ideas are: ideas that are highly memorable and exceptionally long-lasting in their impact. In this useful summary, you will find an analysis of

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