

MADE TO STICK BY CHIP AND DAN HEATH



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Brothers Chip and Dan Heath in their New York Times best-selling book, *Made to Stick*, explore the stickiness of an idea. Those of us who spend time in the start-up world marvel at why one idea gains traction and other, seemingly better ideas, fall to wayside.

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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 Wikipedia

Made to Stick: Why Some Ideas Survive and Others Die is a book by brothers Chip and Dan Heath published by Random House on January 2, 2007. The book continues the idea of "stickiness" popularized by Malcolm Gladwell in *The Tipping Point*, seeking to explain what makes an idea or concept memorable or interesting. A similar style to Gladwell's is used, with a number of stories and case studies.

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Teaching that Sticks is an article written by Chip Heath

A sticky idea is an idea that's understood, that's remembered, and that changes something (opinions, behaviors, values). As a teacher, you're on the front lines.

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Made to Stick Why Some Ideas Survive and Others Die

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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Made To Stick Presentations That Stick Fast Company

04.07.10; made to stick; *Made To Stick: Presentations That Stick* How do you avoid that bullet-riddled PowerPoint presentation that everybody loves to hate?

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Switch Don't Solve Problems Copy Success Fast Company

An exclusive book excerpt by Fast Company columnists Chip Heath and Dan Heath, best-selling authors of *Made to Stick*. Find a bright spot and clone it. That's the first step to fixing everything.

<http://ebookslibrary.club/download/Switch--Don-t-Solve-Problems-Copy-Success-Fast-Company.pdf>

The Best Homemade Chocolate Chip Cookies in the Entire

Hi Debbie! Just wanted you to know that I made two batches of this recipe for two events this weekend. One with Guittard Chocolate Chips (they're one of my favorite things from San Francisco: one batch with just

chocolate chips and the other with chips and pecans.

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