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Made to Stick empowers anyone with the right insights and the right message to make any idea stick. The book proceeds linearly through the sticky blueprint: the acronym S.U.C.C.E.S. Hence, in order to make an idea sticky it has to be simple, unexpected, concrete, credible, emotional, and tell a story.

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Made to Stick made the New York Times and Wall Street Journal bestseller lists and was retired from the BusinessWeek list after a 24-month run. It was named to several best of the year lists and was selected as one of the best 100 business books of all time.

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### **Made to Stick Why Some Ideas Survive and Others Die by**

The book "Made to Stick: Why Some Ideas Survive and Others Die" by Chip Heath and Dan Heath Chow, is about how to make your ideas memorable; be it promoting a product / project, being a professional, forwarding a company's strategy or lessons to students.

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Book Review: Made to Stick: Why Some Ideas Survive and Others Die, by Chip Heath and Dan Heath By Stephen Northcutt As you read below you will get a pretty good idea of why some ideas stick and how to improve the odds, but I am wondering why some books stick in terms of book reviews.

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### **Made To Stick By Chip And Dan Heath PDF Book Download Online**

Made To Stick, is a good read for innovators and bright young creative minds looking to make their ideas stick. One of the biggest takeaways from the book is that we need to express information specific to our audience.

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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.  
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Made to Stick: How Some Ideas Take Hold and Others Come Unstuck by Chip and Dan Heath 304pp, Random House, 12.99. This is a book about what makes some ideas more effective than others.  
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