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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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Switch How to Change Things When Change Is Hard by Chip

CHIP HEATH is a professor at the Graduate School of Business at Stanford University. He lives in Los Gatos, California. DAN HEATH is a senior fellow at Duke University's Center for the Advancement of Social Entrepreneurship (CASE). He lives in Raleigh, North Carolina. The Heath brothers are the bestselling authors of Made to Stick and Switch. They write a regular column in Fast Company magazine

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Switch How to Change Things When Change Is Hard by Chip Heath

Chip Heath is the professor of Organizational Behavior in the Graduate School of Business at Stanford University. He received his B.S. degree in Industrial Engineering from Texas A&M University and his Ph.D. in Psychology from Stanford. He co-wrote a book titled Switch How to Change Things When Change Is Hard with

his brother Dan Heath.

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Switch by Chip Heath Dan Heath Penguin Random House

About Switch. Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems the rational mind and the emotional mind

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Book Summary Switch by Chip Dan Heath Sam Thomas Davies

This is a book summary of Switch by Chip & Dan Heath. Read this Switch summary to review key takeaways and lessons from the book.

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Chip Heath Wikipedia

Dan Heath (brother) Chip Heath is an American academic. He is the Thrive Foundation for Youth Professor of Organizational Behavior at the Stanford Graduate School of Business , and the co-author of several books.

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A whole new mind Kim Hartman

A summary of the book A whole new mind How to change things when change is hard By Chip & Dan Heath Summary by Kim Hartman This is a summary of what I think is the most important and insightful parts of the book.

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