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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

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Made to Stick Why some ideas survive and others die J

Made to Stick | item #4958a | page 1 of 4 Made to Stick: Why some ideas survive and others die by Chip Heath and Dan Heath (Random House, 2007) the main problem is the "Curse of Knowledge": The person sharing the idea has all sorts of insider information that others don't, so they have already framed the problem and understand its relevance.

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Made To Stick is a great, practical resource on how to communicate effectively in a way that your message will influence and motivate to take action. The Heath brothers heed their own good recommendations and provide lots of examples to go along heaps of insights, which makes Made to Stick an absolute must read.

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INTRODUCTION heathbrothers com

ABC, and CNN. It made the front pages of USA Today, the Los Angeles Times, and The Washington Post's Style section. Leno and Letterman cracked jokes about fat-soaked popcorn, and headline writers trotted out some doozies: Popcorn Gets an R Rating, Lights, Action, Cholesterol! Theater Popcorn is Double Feature of Fat.

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

Made to Stick written by the Heath Brothers attempts to explain as shown in the subtitle: Why Some Ideas Survive While Others Die. Another related and influential book is, The Tipping Point by Malcolm Gladwell.

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Made to Stick Summary Chip Dan Heath Download PDF

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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Made to Stick Creashock

opening, and often surprisingly funny, Made to Stick shows us how we can apply these rules to making our own messages stick. In this book, you'll learn the six key qualities of an idea that is made to stick: Simplicity, Unexpectedness, Concreteness, Credibility, Emotional, and Stories the SUCCEs framework.

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Summary of Made to Sticky by Chip Dan Heath

He created "gaps" that made people not from the area interested in the outcome from the game. Chapter 3: Concrete Of the six traits of "stickiness" described in this book being concrete is the easiest to accept and

implement.

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Made to Stick: In almost every class of 30 or more people, at least one person will have been successful by using each tool from the SUCCES framework. The power of this exercise is that it facilitates easy comparison.

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Made To Stick Educational and Corporate Training Games

MADE TO STICK Anxious, he felt around behind him. Sure enough, there was a tube. The operator said, "Sir, don't panic, but one of your kidneys has been harvested. There's a ring of organ thieves operating in this city, and they got to you. Paramedics are on their way. Don't move until they arrive."

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Made to Stick Why Some Ideas Survive and Others Die

In Made to Stick, Chip and Dan Heath explain why ideas stick, and provide the reader with a sticky blueprint. Essentially, sticky ideas are never a matter of happenstance, but all share six common traits.

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