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About Made to Stick Mark Twain once observed, A lie can get halfway around the world before the truth can even get its boots on. His observation rings true: Urban legends, conspiracy theories, and bogus public-health scares circulate effortlessly.

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Some of the examples didn't fully cut it for me, but it's small potatoes. I love practical books with big insights and Made To Stick is exactly that. Review. 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.

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Made to Stick Why Some Ideas Survive and Others Die by

Made To Stick: Why Some Ideas Survive And Others Die is about all that and more. Good salespeople, advertisers, marketers, PR professionals, even managers wanting to motivate their employees and entrepreneurs needing to excite their investors can make good use of As a writer and speaker, I love stories.

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Made to Stick Why Some Ideas Survive and Others Die

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 Books Act Build Change

This book sits on the business shelves of any bookstore, but its methods and teaching are vital for community organisers and civil society organisations who must get better at communicating. Three takeaways. How you communicate your campaign determines whether it lives or dies.

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Book review Made to Stick by Chip and Dan Heath Love

Over the holidays I always enjoy spending time reading from a John Grisham thriller to a historical or educational book. I love to read in different locations too from my own home, the pool, beach, coffee shops anywhere nice, quiet and relaxing.

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MADE TO STICK by Chip Heath and Dan Heath Animated Core Message

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