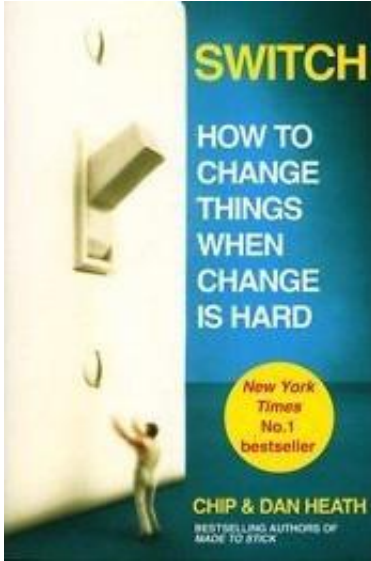


READ ONLINE Switch: How to Change Things When Change Is Hard - Chip Heath



Book Synopsis:

Why is change so difficult and frightening? How do you create change when you have few resources and no title or authority to back you up? Chip and Dan Heath, the best-selling authors of *Made to Stick*, are back with a ground-breaking book that addresses one of the greatest challenges of our personal and professional lives — how to change things when change is hard. In their follow-up book to the critically acclaimed international bestseller *Made to Stick*, Chip and Dan Heath talk about how difficult change is in our companies, our careers, and our lives, why change is so hard, and how we can overcome our resistance and make change happen. The Heaths liken the human mind to two distinct entities — the animal mind, or what psychologist Jonathan Haidt calls the elephant, and the logical brain, which Haidt describes as the rider. The elephant is instinctive; it acts on emotion. It likes gorging on Oreos and sleeping in. And it loves routines — doing things the same old way, every day. The rider is the planner and thinker. The rider obsesses about the future. He or she wants to stop eating junk food and stop hitting the snooze button. But it's hard, because when the rider and elephant disagree on where to go, the rider usually loses. And that describes the essential tension between our primitive emotional brain and our high intellect, and helps to explain why changing how we behave is so difficult. The secret to making a switch is understanding this odd couple relationship. Direct the Rider. Motivate the Elephant. Shape the Path. Throughout *Switch*, Chip and Dan Heath illustrate and explain situations in which sweeping change was adopted, from a university researcher who ended the cycle of child abuse in a group of

Detail Book:

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families, to an entrepreneur who turned his skeptical employees into customer service zealots and saved his company. In the tradition of *Made to Stick*, *Blink*, and *Outliers*, *Switch* is filled with engaging and entertaining stories of how companies and individuals have brought about and sustained significant change. An indispensable guide to making change happen, it is certain to become a classic.