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Made to Stick: Why Some Ideas Take Hold and Others Come Unstuck

By Chip Heath, Dan Heath

Random House LCC US, 2010. Paperback. Book Condition: New. 206 x 140 mm. Language: English . Brand New Book. 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. Meanwhile, people with important ideas—business people, teachers, politicians, journalists, and others—struggle to make their ideas "stick." Why do some ideas thrive while others die? And how do we improve the chances of worthy ideas? In *Made to Stick*, accomplished educators and idea collectors Chip and Dan Heath tackle head-on these vexing questions. Inside, the brothers Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the "human scale principle," using the "Velcro Theory of Memory," and creating "curiosity gaps." In this indispensable guide, we discover that sticky messages of all kinds—from the infamous kidney theft ring to a coach's lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits. *Made to Stick* is a book that will transform the way you communicate ideas. It's a fast-paced tour of...



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