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MADE TO STICK: WHY SOME IDEAS TAKE HOLD AND OTHERS COME UNSTUCK



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...

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- Authored by Chip Heath, Dan Heath
- Released at 2010



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