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And Others  
Come Unstuck

# Made To Stick Why Some Ideas Take Hold And Others Come Unstuck

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Heath: Animated  
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~~Made to Stick~~  
~~Why Some Ideas~~  
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~~57)~~ **Chip Heath  
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TELLING  
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## Core Message

What makes ideas  
stick? • Book

Notes: \"Made to  
Stick\" by Chip  
Heath and Dan  
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A Script The Made  
to Stick Way **Chip  
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Others Come  
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Chip, Heath, Dan

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instant classic  
about why some  
ide...

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**Made to Stick:  
Why Some Ideas  
Survive and  
Others Die by...**

The book "Made to Stick: Why Some Ideas Survive and Others Die" by Chip Heath and Dan Heath Chow, is about how to make your ideas memorable; be it

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being a  
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forwarding a  
company's strategy  
or lessons to  
students.  
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revolves around  
the SUCCESS  
methodology.

**Made to Stick:**

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Made to Stick: Why  
Some Ideas Survive  
and Others Die is a  
book by brothers  
Chip and Dan  
Heath published by  
Random House on

# Access Free Made To Stick

January 2, 2007.

The book continues the idea of "stickiness"

popularized by Malcolm Gladwell in *The Tipping Point*, seeking to explain what makes an idea or concept memorable or interesting. A similar style to

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Gladwell's is used, with a number of stories and case studies followed by principles. The stories range from urban legends, such as the "Kidney Heist" in the introducti

## **Made to Stick - Wikipedia**

Made to Stick is a

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book that will transform the way you communicate ideas. It's a fast-paced tour of idea success stories (and failures)—the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of

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the Mother Teresa  
Effect; the  
elementary-school  
teacher's  
simulation that  
actually prevented  
prejudice .

**Made to Stick -  
Heath Brothers  
Heath Brothers**  
Made to Stick:In  
almost every class  
of 30 or more

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SUCCES  
framework. The  
power of this  
exercise is that it  
facilitates easy  
comparison.  
Because students  
are all given  
identical

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assignments, they  
see that some  
messages succeed  
and some fail  
spectacularly, and

**to STICK -  
Penguin Random  
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Summary of Made  
to Stick: Why some  
ideas survive and  
others die by Chip  
Heath and Dan



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Made To Stick  
Heath (Random  
House, 2007)  
Summary by Bill  
Hammack,  
Department of  
Chemical &  
Biomolecular  
Engineering

**Summary of  
Made to Sticky  
by Chip & Dan  
Heath**

In Made to Stick,  
*Page 25/43*

# Access Free Made To Stick

Chip and Dan 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. Along the

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Why, we discover  
that sticky  
Ideas Take Hold  
And Others  
Come Unstuck  
infamous “kidney  
theft ring” hoax to  
a coach’s lessons  
on sportsmanship  
to a vision for a  
new product at  
Sony—draw their  
power from the  
same six traits.

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to Stick: Why some  
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others die by Chip  
Heath and Dan  
Heath (Random  
House, 2007) he  
main problem is

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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.

**Made to Stick:  
Why some ideas**

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**others die J ...**

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Summary - Made  
to Stick: Why Some  
Ideas Survive and  
Others Die Based  
on 10 years of  
study, the Heath  
brothers answer  
the question: "Why  
do some ideas  
succeed while  
others die"? "Made

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Made To Stick  
to Stick” provides a  
practical and  
systematic way to  
create ideas that  
are understood,  
remembered, and  
have a long-term  
impact.

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Made to Stick  
empowers anyone  
with the right  
insights and the  
right message to  
make any idea  
“stick.” The book

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proceeds linearly  
through the sticky  
blueprint: the  
acronym

S.U.C.C.E.S. Hence,  
in order to make an  
idea sticky it has to  
be simple,  
unexpected,  
concrete, credible,  
emotional, and tell  
a story.

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## **Made to Stick: Why some ideas take hold and ...**

Why do some ideas thrive while others die? And how do we improve the chances of worthy ideas? One of the most interesting books I read this year is Chip and Dan Heath's "Made To Stick ...

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Why Some  
**The 6 Principles  
to Make Your  
Ideas Stick | by  
James Le ...**

Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them “stick.” In *Made to Stick*, Chip and Dan

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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.

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Ideas Take Hold  
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Die. By  
Chip Heath, Dan  
Heath. Random  
House, 2007.

Organizational  
Behavior, Career &  
Success. Mark  
Twain once  
observed, "A lie  
can get halfway  
around the world

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before the truth  
can even get its  
boots on.” His  
observation rings  
true: Urban  
legends,  
conspiracy  
theories, and  
bogus public-health  
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