

MADE TO STICK CHIP HEATH%0A

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[Made to Stick: Why Some Ideas Survive and Others Die: Chip ...](#)

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 Velero Theory of Memory, and creating curiosity gaps.

[Made to Stick - Official Site](#)

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[Book Summary: Made to Stick by Chip and Dan Heath | Forces ...](#)

[Made to Stick: Why Some Ideas Survive and Others Die](#) by Chip and Dan Heath. Print. The Essence. *Made to Stick* helps us understand why we are better at remembering some ideas over others.

[Made To Stick \[Epub\] - landconference.org](#)

November 18th, 2018 - Bill Hammack recommends science amp engineering communicators study *Made to Stick* by Chip and Dan Heath This is a four page summary of its main points

[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.

[Summary of Made to Sticky by Chip & Dan Heath](#)

Summary of *Made to Stick: Why some ideas survive and others die* by Chip Heath and Dan Heath (Random House, 2007) Summary by Bill Hammack, Department of Chemical & Biomolecular Engineering

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[Made to Stick | Item #4958a | page 1 of 4](#) *Made to Stick: Why some ideas survive and others die* by Chip Heath and Dan Heath (Random House, 2007) he main problem is 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 - Wikipedia](#)

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

Review: Made to Stick by Chip and Dan Heath - The Guardian

Made to Stick: How Some Ideas Take Hold and Others Come Unstuck by Chip and Dan Heath 304pp, Random House, 12.99. This is a book about what makes some ideas more effective than others.