

## **MADE TO STICK BY CHIP AND DAN HEATH EPUB DOWNLOAD%0A**

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Provocative, eye-opening, and often surprisingly funny, Made to Stick shows us the vital principles of winning ideas and tells us how we can apply these rules to making our own messages stick. BONUS: This edition contains an excerpt from Chip Heath and Dan Heath's Switch .

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### **Made to Stick Why Some Ideas Survive and Others Die**

Chip Heath is a professor at Stanford Graduate School of Business, teaching courses on strategy and organizations. He has helped over 450 startups hone their business strategy and messages. He lives in Los Gatos, California. Dan Heath is a senior fellow at Duke University s CASE center, which supports entrepreneurs fighting for social good. He lives in Durham, North Carolina.

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### **Made to Stick Heath Brothers**

In Made to Stick, accomplished educators and idea collectors Chip and Dan Heath tackle head-on these vexing questions. Inside, the Heath brothers reveal the anatomy of ideas that stick and explain

sure-fire methods for making ideas stickier, such as violating schemas, using the Velcro Theory of Memory, and creating curiosity gaps.

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### **Made to Stick ISBN 9781400064281 PDF epub Chip Heath**

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### **Made to Stick Chip and Dan Heath by Must Read Summaries**

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### **Made to Stick Why Some Ideas Survive and Others Die**

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

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### **Chip Heath Made to Stick**

Chip will answer these questions and help you, as a leader or marketer, create messages that will break through the larger marketplace of ideas and stick to whats important.

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