



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

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" 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. *Made to Stick* is a book that will transform the way you communicate ideas. It's a fast-paced tour of...



READ ONLINE
[1.08 MB]

Reviews

This type of pdf is every little thing and helped me searching forward and more. It can be writter in easy words and phrases and never hard to understand. You will not really feel monotony at anytime of your respective time (that's what catalogues are for about should you request me).

-- **Fern Bailey**

This pdf is really gripping and fascinating. It is actually full of knowledge and wisdom I am just delighted to tell you that this is the very best pdf i have got study during my very own daily life and might be he finest pdf for actually.

-- **Ms. Althea Kassulke DDS**