

# Made To Stick Why Some Ideas Survive And Others Die Chip Heath

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

Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them "stick." In 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.

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Made to Stick is a 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 the Mother Teresa Effect; the elementary-school teacher's simulation that actually prevented prejudice .

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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 empowers anyone with the right insights and the right message to make any idea "stick." The book 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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**Summary of Made to Sticky by Chip & Dan Heath**

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 promoting a product / project, being a professional, forwarding a company's strategy or lessons to students. Everything revolves around the SUCCESS methodology.

*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. A similar style to 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

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Made to Stick: In almost every class of 30 or more people, at least one person will have been successful by using each tool from the SUCCE framework. The power of this exercise is that it facilitates easy comparison. Because students are all given identical assignments, they see that some messages succeed and some fail spectacularly, and

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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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