

## MADE TO STICK PDF%0A

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[Made to Stick: Why some ideas survive and others die](#) J ...

[Made to Stick: Why some ideas survive and others die](#) by Chip Heath and Dan Heath (Random House, 2007) the 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. A single example illustrates the essence of the problem: One study tested a "tapper and MADE to STICK SUCCESS Model - heathbrothers.com

made of?) Before your message can stick, your audience has to want it. To be concrete, use sensory language. (Think Aesop's fables.) Paint a mental picture. (A man on the moon.) Remember the Velero theory of memory try to hook into multiple types of memory. Ideas can get credibility from outside (authorities or anti-authorities) or from within, using human-scale statistics or vivid [Made To Stick PDF | Zhen Qin - Academia.edu](#) [Made To Stick PDF](#). Uploaded by: Zhen Qin. Download with Google Download with Facebook or download with email. [Made To Stick PDF](#). Download. [Made To Stick PDF](#). Uploaded by: Zhen Qin

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Summary. [Made to Stick](#) written by the Heath Brothers attempts to explain as shown in the subtitle: Why Some Ideas Survive While Others Die. Another related and influential book is, [The Tipping Point](#) by Malcolm Gladwell.

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[Made to Stick By Chip Heath & Dan Heath](#), Random House, 2008 What sticks? Whether you're a CEO or a full-time mom, you've got ideas that you need to communicate!

a new product coming to market, a strategy you want to sell your boss, values you are trying to instill in your children. But it's hard fiendishly so to transform the way people think and act. Mark Twain once observed, A lie can get

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latest in Geoff McDonald's Book Rapper series, this distillation offers Dan and Heath Chip's Made to Stick, articulating how a successful idea gets to the simple truth the core message. A successful idea, message or product works when it