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SUMMARY \"Made To  
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how to make your ideas  
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project, being a  
professional, forwarding  
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lessons to students.

Everything revolves  
around the SUCCESS  
methodology.

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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

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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 - Wikipedia**

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



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use of the Mother  
Teresa Effect; the  
elementary-school  
teacher's simulation  
that actually prevented  
prejudice .

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

Made to Stick: In almost  
every class of 30 or  
more people, at least  
one person will have

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been successful by using  
each tool from the  
SUCCES 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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**to STICK - Penguin  
Random House**

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

**Summary of Made to**

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## **Sticky by Chip & Dan Heath**

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. Along the way, we discover

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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.

**Amazon.com: Made to Stick: Why Some Ideas Survive and ...**

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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)

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

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problem and understand  
its relevance.

## **Made to Stick: Why some ideas survive and others die J ...**

Home > Book Summary  
– Made to Stick: Why  
Some Ideas Survive and  
Others Die Based on 10  
years of study, the  
Heath brothers answer  
the question: “Why do  
some ideas succeed

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while others die”?

“Made to Stick”  
Survive And  
Others Die  
provides a practical and  
systematic way to create  
ideas that are  
understood,  
remembered, and have a  
long-term impact.

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Made to Stick: Why

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People Have It and  
Others Don't.

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Some Ideas  
**Made to Stick: Why  
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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

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Others Die

sticky it has to be  
simple, unexpected,  
concrete, credible,  
emotional, and tell a  
story.

## **Amazon.com: Made to Stick: Why some ideas take hold and ...**

Why do some ideas  
thrive while others die?  
And how do we  
improve the chances of  
worthy ideas? One of

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the most interesting  
books I read this year is  
Chip and Dan Heath's "  
Made To Stick ...

## **The 6 Principles to Make Your Ideas Stick | by James Le ...**

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

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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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Others Die. By Chip  
Heath, Dan Heath.

Random House, 2007.

Organizational  
Behavior, Career &  
Success. Mark Twain  
once observed, "A lie  
can get halfway around



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the world before the  
truth can even get its  
boots on.” His  
observation rings true:  
Urban legends,  
conspiracy theories, and  
bogus public-health ...

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