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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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Why some ideas take hold and others come unstuck. Why does fake news stick while the truth goes missing? Why do disproved urban legends persist? How do you keep letting newspapers and clickbait sites lure you in with their headlines?

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Made to Stick Heath Brothers

It s been translated into Arabic, Bulgarian, Croatian, Dutch, and 25 other languages. Made to Stick made the New York Times and Wall Street Journal bestseller lists and was retired from the BusinessWeek list after a 24-month run. It was named to several best of the year lists and was selected as one of the best 100 business books of all time.

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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) he 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

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The 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.

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Made to Stick by Chip Heath Dan Heath

About Made to Stick. NEW YORK TIMES BESTSELLER The instant classic about why some ideas thrive, why others die, and how to improve your idea s chances essential reading in the fake news era.

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Review Made to Stick by Chip and Dan Heath the Guardian

Chip and Dan Heath's Made to Stick shows us that if you want your message to be memorable, keep it simple, says William Leith.

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