Made To Stick

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In this guide, the authors shows 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' presents success stories (and failures) - the 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 whose simulation prevented racial prejudice. It brings the principles of winning ideas - and tells how apply these rules to making a messages stick.

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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. 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 news stories circulate effortlessly. 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. Along the way, 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 will transform the way you communicate. It’s a fast-paced tour of 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 whose simulation actually prevented racial prejudice. 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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Chip and Dan Heath's, "Made to Stick: Why Some Ideas Survive and Others Die" packs a lot of concepts into a short space; if it's been awhile sense you read the book or if you just need a quick refresher, let us help. This study guide explains all the key concepts and people in the book, as well as gives a summary of what's learned in each chapter. BookCap Study Guides do not contain text from the actual book, and are not meant to be purchased as alternatives to reading the book. We all need refreshers every now and then. Whether you are a student trying to cram for that big final, or someone just trying to understand a book more, BookCaps can help. We are a small, but growing company, and are adding titles every month.

The must-read summary of Chip and Dan Heath's book: "Made to Stick: Why Some Ideas Survive and Others Die" This complete summary of the ideas from Chip and Dan Heath's book "Made to Stick" explains what 'sticky' ideas are: ideas that are highly memorable and exceptionally long-lasting in their impact. In this useful summary, you will find an analysis of some of the most successful sticky ideas of the past, along with a checklist of the six main principles at their core. This book provides you with all the information you need to make your product memorable and to make your own ideas stick. Added-value of this summary: • Save time • Understand the key concepts • Increase your business knowledge To learn more, read the summary of "Made to Stick" and discover how to make your ideas impossible to forget!

The Cat and the Squirrel come to blows with the Duck in arguing about who will perform what duty in preparing their pumpkin soup, and they almost lose the Duck's friendship when he decides to leave them.

PLEASE NOTE: This is a companion to Chip Heath’s & et al Made to Stick and NOT the original book. Preview: In Made to Stick: Why Some Ideas Survive and Others Die (2007), educators and brothers Chip Heath and Dan Heath offer a guide for sharing ideas that stick with listeners. As a framework for their advice, they offer the acronym SUCCES, short for simple, unexpected, concrete, credible, emotional, and stories…. Inside this companion to the book: · Overview of the Book · Insights from the Book · Important People · Author's Style and Perspective · Intended Audience About the Author: With Instaread, you can get the notes and insights from a book in 15 minutes or less. Visit our website at instaread.co.

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Just making a decision can be hard enough, but how do you begin to judge whether it's the right one? Chip and Dan Heath, authors of #1 New York Times best-seller Switch, show you how to overcome your brain's natural shortcomings. In Decisive, Chip and Dan Heath draw on decades of psychological research to explain why we so often get it very badly wrong - why our supposedly rational brains are frequently tripped up by powerful biases and wishful thinking. At the same time they demonstrate how relatively easy it is to avoid the pitfalls and find the best answers, offering four simple principles that we can all learn and follow. In the process, they show why it is that experts frequently make mistakes. They demonstrate the perils of getting trapped in a narrow decision frame. And they explore people's tendency to be over-confident about how their choices will unfold. Drawing on case studies as diverse as the downfall of Kodak and the inspiring account of a cancer survivor, they offer both a fascinating tour through the workings of our minds and an invaluable guide to making smarter decisions. Winner in the Practical Manager category of the CMI Management Book of the Year awards 2014.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *As you read this summary, you will discover the six essential foundations that allow ideas to be heard and considered. You will be able to apply them and make your voice heard. *You will also learn : the importance of keeping it simple to generate interest; why concrete examples are important to persuade your audience; the unexpected and surprise make a message attractive; why credibility is important... but not mandatory; why emotion is important and "catches" the audience; how to captivate the audience by integrating a story that will make a lasting impression. *Why are urban legends so successful? Conversely, why is it that real information is difficult to get across? Because it all depends on the catchphrase. An urban legend works because it contains details and tells a story. Conversely, an argument made up of statistics is hard to catch the eye. But then, how do you get more attention and adherence? Discover the 6 simple principles described by authors Chip and Dan Heath. *Buy now the summary of this book for the modest price of a cup of coffee!

Together with the author of The Fifty Shadows of Gray and The Story of the Wool, he is also known as the Three Miracle Writers of European and American literary circles, Ke Lin Hoover has over 100,000 stunning masterpieces! Goodreads website, five stars praise recommendation! The New York Times tops the best-selling list. No. 1 on the Amazon Bookstore bestseller list (romantic thriller category) Warning! The plot is beyond imagination, spurring the deepest human nature of you. Peeping. Possession. Sex. Fear. The best-selling writer of The New York Times murdered his own children because they occupied Mrs love? Eight-year-old twin sister, killed her sister because of jealousy? [Based on the Foreign Translation]

This book discusses why change is hard to accept and how we can adapt to new circumstances.The authors argue that we need to only understand how our minds function in order to adapt rather than understanding the need for change. Illustrating their ideas with scientific evidence and case studies you will learn new ways to cope with change .

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This work offers a summary of the book ""Made to Stick"" by Chip and Dan Heath. ""Sticky"" ideas are those which are highly memorable and exceptionally longlasting in their impact: it's the ideas that every business would like to develop. Made to Stick analyses ""sticky"" ideas, finding that, whilst there are no hardandfast formulas for developing a sticky idea, there is a short checklist of six principles which most of the successful sticky ideas of the past have tended to use. Sticky ideas are usually simple, unexpected, concrete, credible, emotional and storybased. In practical terms, th.

An imaginative young pig shows some of the many things that a stick can be.

Douglas C. Merrill, an organization dynamo and former Google CIO, reveals how listeners can utilize modern technology to better manage their time. From multitasking to being on time, Merrill's tips, which helped build the Google empire, will allow listeners to not only better their own lives, but help reshape and modernize the world.

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Traditional Chinese edition of Made to Stick: Why Some Ideas Survive and Others Die, a Business Week bestseller. An entertaining examination of why some ideas stick to people's consciousness and others don't.

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The New York Times bestselling authors of Switch and Made to Stick explore why certain brief experiences can jolt us and elevate us and change us—and how we can learn to create such extraordinary moments in our life and work. While human lives are endlessly variable, our most memorable positive moments are dominated by four elements: elevation, insight, pride, and connection. If we embrace these elements, we can conjure more moments that matter. What if a teacher could design a lesson that he knew his students would remember twenty years later? What if a manager knew how to create an experience that would delight customers? What if you had a better sense of how to create memories that matter for your children? This book delves into some fascinating mysteries of experience: Why we tend to remember the best or worst moment of an experience, as well as the last moment, and forget the rest. Why “we feel most comfortable when things are certain, but we feel most alive when they’re not.” And why our most cherished memories are clustered into a brief period during our youth. Readers discover how brief experiences can change lives, such as the experiment in which two strangers meet in a room, and forty-five minutes later, they leave as best friends. (What happens in that time?) Or the tale of the world’s youngest female billionaire, who credits her resilience to something her father asked the family at the dinner table. (What was that simple question?) Many of the defining moments in our lives are the result of accident or luck—but why would we leave our most meaningful, memorable moments to chance when we can create them? The Power of Moments shows us how to be the author of richer experiences.
Made to Stick by Chip Heath and Dan Heath | Book Summary | Readtrepreneur (Disclaimer: This is NOT the original book. If you're looking for the original book, search this link: http://amzn.to/2BoKnxn) Not every bright idea turns out to be a hit, on top of the creativity, you need to make your thoughts catch the attention of you audience. Dive in the anatomy of successful ideas and move forward! Made to Stick tells the cruel truth about the nature of bright ideas; not all of them have success. In order for an idea to "stick", it must be creative and practical but also attractive for your audience. If they don't catch the attention of the public, who is going to support you? Communicating your ideas in the most attractive way is a skill that you must master and through this in-depth guide about "stick messages" you will become a pro when it comes to having all eyes on your idea. (Note: This summary is wholly written and published by readtrepreneur.com It is not affiliated with the original author in any way) "The most basic way to get someone's attention is this: Break a pattern." - Chip Heath Understanding the differences between ideas that thrives and the ones that die is key for your proposal to succeed. In Made to Stick you'll get an in-depth look into the anatomy of successful ideas and how to incorporate their principles into yours. With Charles Kahlenberg's method you'll be able to make your ideas shine brighter than others so it has the attention and support you desire. P.S. Made to Stick is an extremely helpful book that will give your idea the last characteristic it must have to be successful; the public attention. The Time for Thinking is Over! Time for Action! Scroll Up Now and Click on the "Buy now with 1-Click" Button to Get Your Copy Delivered to Your Doorstep Right Away! Why Choose Us, Readtrepreneur? Highest Quality Summaries Delivers Amazing Knowledge Awesome Refresher Clear And Concise Disclaimer Once Again: This book is meant for a great companionship of the original book or to simply get the gist of the original book. If you're looking for the original book, search for this link: http://amzn.to/2BoKnxn
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Focusing on successful marketing campaigns and undying urban legends, this book is written for anyone who strives to craft messages that are memorable and lasting.

Traditional Chinese edition of The Happiness Project: Or, Why I Spent a Year Trying to Sing in the Morning, Clean My Closets, Fight Right, Read Aristotle, and Generally Have More Fun. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

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Made to Stick by Chip Heath and Dan Heath - Book Summary - Readtrepreneur (Disclaimer: This is NOT the original book, but an unofficial summary.) Not every bright idea turns out to be a hit, on top of the creativity, you need to make your thoughts catch the attention of you audience. Dive in the anatomy of successful ideas and move forward! Made to Stick tells the cruel truth about the nature of bright ideas; not all of them have success. In order for an idea to "stick", it must be creative and practical but also attractive for your audience. If they don't catch the attention of the public, who is going to support you? Communicating your ideas in the most attractive way is a skill that you must master and through this in-depth guide about "stick messages" you will become a pro when it comes to having all eyes on your idea. (Note: This summary is wholly written and published by Readtrepreneur It is not affiliated with the original author in any way) "The most basic way to get someone's attention is this: Break a pattern." - Chip Heath Understanding the differences between ideas that thrives and the ones that die is key for your proposal to succeed. In Made to Stick you'll get an in-depth look into the anatomy of successful ideas and how to incorporate their principles into yours. With Charles Kahlenberg's method you'll be able to make your ideas shine brighter than others so it has the attention and support you desire. P.S. Made to Stick is an extremely helpful book that will give your idea the last characteristic it must have to be successful; the public attention. The Time for Thinking is Over! Time for Action! Scroll Up Now and Click on the "Buy now with 1-Click" Button to Download your Copy Right Away! Why Choose Us, Readtrepreneur? ? Highest Quality Summaries ? Delivers Amazing Knowledge ? Awesome Refresher ? Clear And Concise Disclaimer Once Again: This book is meant for a great companionship of the original book or to simply get the gist of the original book.

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