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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 Velero 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

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Made to Stick answers how simple it actually is for ideas to stick if you successfully create lasting messages. To understand how these ideas really stick together, the Chip and Dan Heath wrote Ideas that Stick and in this summary, we will share the main concepts so that you can have and put into practice successful ideas.

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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 Velero Theory of Memory, and creating curiosity gaps.

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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 by Chip Heath and Dan Heath | Animated Core Message

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Made To Stick Summary - Four Minute Books

1-Sentence-Summary: Made To Stick examines advertising campaigns, urban myths and compelling stories to determine the six traits that make ideas stick in our brains, so you don't just know why you remember some things better than others, but can also spread your own ideas more easily among the right people.

Made to Stick: Summary & Review | The Power Moves

Made To Stick by the Heath brothers is a practical resource on how to communicate effectively. You will learn how to influence people and motivate them to take action. Read in this summary all the major insights

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In Made to Stick, accomplished educators and idea collectors Chip and Dan Heath tackle head-on these vexing

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