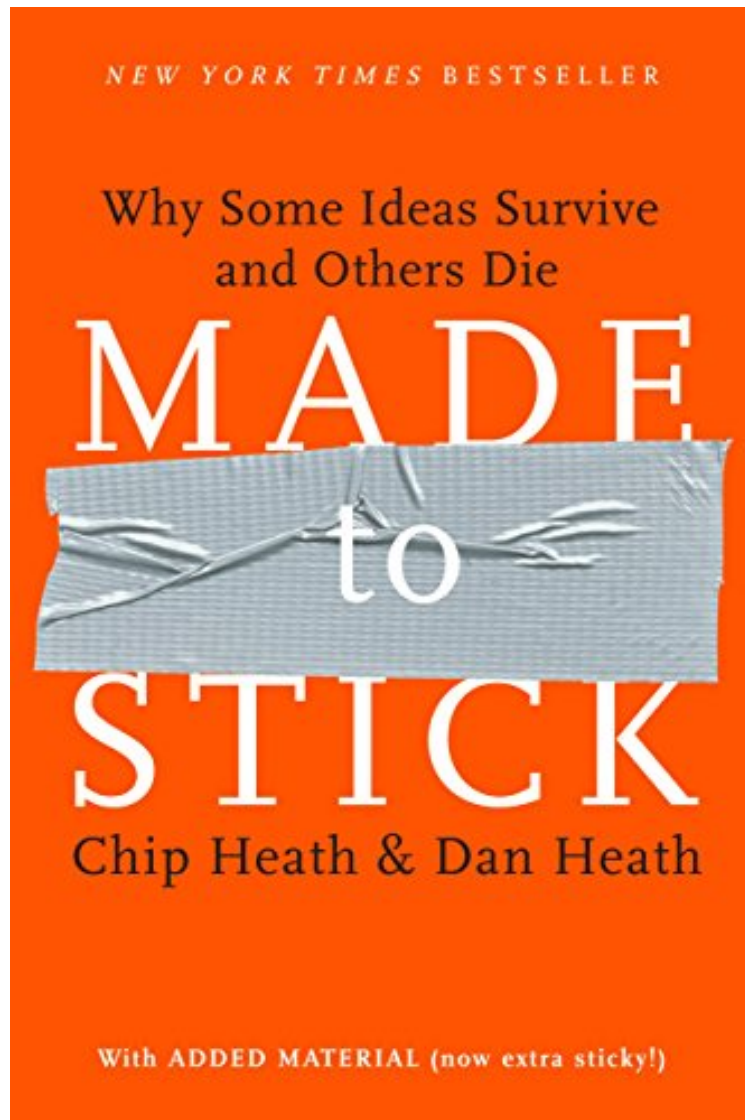


[Ebook pdf] Made to Stick: Why Some Ideas Survive and Others Die

## Made to Stick: Why Some Ideas Survive and Others Die

*Chip Heath, Dan Heath*

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**Chip Heath, Dan Heath : Made to Stick: Why Some Ideas Survive and Others Die** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Made to Stick: Why Some Ideas Survive and Others Die:

0 of 0 people found the following review helpful. Still reading this book and enjoying what it says so ...By BeriStill reading this book and enjoying what it says so far. Was looking for other ways to communicate messages in a non-traditional way and I look forward to reading more.0 of 0 people found the following review helpful. Huge "SUCCES"By Hussein NasserThis is a complement book for The Back of the Napkin, You have to read this first then polish it with the Back of the Napkin, Rich of great examples,,But if only there are few pictures to back it up..I loved

the book, the first three chapters were the most interesting ones, the emotional was little foggy the story good. This book just establishes a new way of thinking. Now whenever I want to speak I try to inject those factors to my idea, but I find it a bit difficult to apply. Maybe we need more examples? One more thing, the Heath brothers are talking about the Curse of Knowledge in the book, however personally I think that they have this syndrome also in their very own book. 1/3 of the book is too "abstracted" and written in a very generic way that is difficult to get. But overall, I will give it a four. nice job guys 0 of 0 people found the following review helpful. Your idea doesn't have suck By Luis Martinez This book is a godsend. It has helped me rethink the marketing of my consumer research business. I feel empowered to write a great story that will distinguish my business from my competitors. I also feel this will improve the storytelling of the stats and findings we share. I highly recommend this book to anyone looking to be a masterful storyteller. Thank you to the writers for sharing their experiences and wisdom.

**BONUS:** This edition contains an excerpt from Chip Heath and Dan Heath's *Switch*. 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 public-health scares circulate effortlessly. Meanwhile, people with important ideas—business people, teachers, politicians, journalists, and others—struggle to make their ideas "stick." Why do some ideas thrive while others die? And how do we improve the chances of worthy ideas? In *Made to Stick*, accomplished educators and idea collectors Chip and Dan Heath tackle head-on these vexing questions. Inside, the brothers 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." In this indispensable guide, 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* is a book that will transform the way you communicate ideas. 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.

From Publishers Weekly Starred . Unabashedly inspired by Malcolm Gladwell's bestselling *The Tipping Point*, the brothers Heath—Chip a professor at Stanford's business school, Dan a teacher and textbook publisher—offer an entertaining, practical guide to effective communication. Drawing extensively on psychosocial studies on memory, emotion and motivation, their study is couched in terms of "stickiness"—that is, the art of making ideas unforgettable. They start by relating the gruesome urban legend about a man who succumbs to a barroom flirtation only to wake up in a tub of ice, victim of an organ-harvesting ring. What makes such stories memorable and ensures their spread around the globe? The authors credit six key principles: simplicity, unexpectedness, concreteness, credibility, emotions and stories. (The initial letters spell out "success"—well, almost.) They illustrate these principles with a host of stories, some familiar (Kennedy's stirring call to "land a man on the moon and return him safely to the earth" within a decade) and others very funny (Nora Ephron's anecdote of how her high school journalism teacher used a simple, embarrassing trick to teach her how not to "bury the lead"). Throughout the book, sidebars show how bland messages can be made intriguing. Fun to read and solidly researched, this book deserves a wide readership. (Jan. 16) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From *School Library Journal* Adult/High School—While at first glance this volume might resemble the latest in a series of trendy business advice books, ultimately it is about storytelling, and it is a how-to for crafting a compelling narrative. Employing a lighthearted tone, the Heaths apply those selfsame techniques to create an enjoyable read. They analyze such narratives as urban legends and advertisements to discover what makes them memorable. The authors provide a simple mnemonic to remember their stickiness formula, and the basic principles may be applied in any situation where persuasiveness is an asset. The book is a fast read peppered with exercises to test the techniques proposed. Some examples act as pop quizzes and engage readers in moments of self-reflection. The book draws on examples from teachers, scientists, and soldiers who have been successful at crafting memorable ideas, from the well-known blue eye/brown eye exercise conducted by an Iowa elementary school teacher as an experiential lesson in prejudice following the assassination of Martin Luther King, Jr., to conversations among Xerox repairmen. Readers who enjoyed Malcolm Gladwell's *Blink* (2005) and *The Tipping Point* (2000, both Little, Brown) will appreciate this clever take on contemporary culture.—Heidi Dolamore, San Mateo County Library, CA Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From *Bookmarks Magazine* Chip and Dan Heath—a Stanford professor and an education entrepreneur, respectively—attempt to determine why one idea succeeds while another fails. What could have been a dry marketing textbook is, instead, a generally engaging narrative generously endowed with anecdotes and instructive sidebars. The *Wall Street Journal* expressed annoyance at the profusion of personal stories, while the *Washington Post* cited some problems with the overall framework.

Overall, however, *Made to Stick* is a worthy addition to the spate of recent books that explain why we do the things we do and how this self-knowledge can be used more effectively. "Anyone interested in influencing others—;to buy, to vote, to learn, to diet, to give to charity or to start a revolution—;can learn from this book" (Washington Post).  
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