



Made to Stick: Why Some Ideas Survive and Others Die

By Chip Heath, Dan Heath

[Download now](#)

[Read Online](#) 

Made to Stick: Why Some Ideas Survive and Others Die By Chip Heath, Dan Heath

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.

 [Download Made to Stick: Why Some Ideas Survive and Others D ...pdf](#)

 [Read Online Made to Stick: Why Some Ideas Survive and Others ...pdf](#)

Made to Stick: Why Some Ideas Survive and Others Die

By Chip Heath, Dan Heath

Made to Stick: Why Some Ideas Survive and Others Die By Chip Heath, Dan Heath

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.

Made to Stick: Why Some Ideas Survive and Others Die By Chip Heath, Dan Heath Bibliography

- Sales Rank: #2286 in Books
- Brand: Random House
- Published on: 2007-01-02
- Released on: 2007-01-02
- Original language: English
- Number of items: 1
- Dimensions: 8.54" h x 1.17" w x 5.84" l, .99 pounds
- Binding: Hardcover
- 291 pages



[Download Made to Stick: Why Some Ideas Survive and Others D ...pdf](#)



[Read Online Made to Stick: Why Some Ideas Survive and Others ...pdf](#)

Download and Read Free Online Made to Stick: Why Some Ideas Survive and Others Die By Chip Heath, Dan Heath

Editorial Review

From Publishers Weekly

Starred Review. 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*).

Copyright © 2004 Phillips & Nelson Media, Inc.

Users Review

From reader reviews:

Keiko Whitchurch:

Do you have favorite book? In case you have, what is your favorite's book? Book is very important thing for us to be aware of everything in the world. Each e-book has different aim or perhaps goal; it means that publication has different type. Some people experience enjoy to spend their time and energy to read a book. These are reading whatever they get because their hobby is reading a book. What about the person who don't like reading through a book? Sometime, person feel need book after they found difficult problem or perhaps exercise. Well, probably you will want this Made to Stick: Why Some Ideas Survive and Others Die.

Thomas Stewart:

Here thing why this Made to Stick: Why Some Ideas Survive and Others Die are different and reputable to be yours. First of all reading through a book is good but it really depends in the content of the usb ports which is the content is as tasty as food or not. Made to Stick: Why Some Ideas Survive and Others Die giving you information deeper since different ways, you can find any publication out there but there is no reserve that similar with Made to Stick: Why Some Ideas Survive and Others Die. It gives you thrill looking at journey, its open up your personal eyes about the thing which happened in the world which is maybe can be happened around you. You can actually bring everywhere like in park your car, café, or even in your means home by train. For anyone who is having difficulties in bringing the paper book maybe the form of Made to Stick: Why Some Ideas Survive and Others Die in e-book can be your alternative.

Michael Garcia:

The reason why? Because this Made to Stick: Why Some Ideas Survive and Others Die is an unordinary book that the inside of the reserve waiting for you to snap that but latter it will surprise you with the secret the idea inside. Reading this book beside it was fantastic author who else write the book in such awesome way makes the content inside of easier to understand, entertaining technique but still convey the meaning totally. So , it is good for you because of not hesitating having this any longer or you going to regret it. This unique book will give you a lot of advantages than the other book have got such as help improving your ability and your critical thinking approach. So , still want to hesitate having that book? If I ended up you I will go to the guide store hurriedly.

Sharon Doyle:

Are you kind of active person, only have 10 as well as 15 minute in your time to upgrading your mind skill or thinking skill perhaps analytical thinking? Then you have problem with the book compared to can satisfy your short time to read it because this all time you only find reserve that need more time to be read. Made to Stick: Why Some Ideas Survive and Others Die can be your answer mainly because it can be read by you actually who have those short extra time problems.

**Download and Read Online Made to Stick: Why Some Ideas Survive and Others Die By Chip Heath, Dan Heath
#RSWPD90L8MH**

Read Made to Stick: Why Some Ideas Survive and Others Die By Chip Heath, Dan Heath for online ebook

Made to Stick: Why Some Ideas Survive and Others Die By Chip Heath, Dan Heath Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Made to Stick: Why Some Ideas Survive and Others Die By Chip Heath, Dan Heath books to read online.

Online Made to Stick: Why Some Ideas Survive and Others Die By Chip Heath, Dan Heath ebook PDF download

Made to Stick: Why Some Ideas Survive and Others Die By Chip Heath, Dan Heath Doc

Made to Stick: Why Some Ideas Survive and Others Die By Chip Heath, Dan Heath MobiPocket

Made to Stick: Why Some Ideas Survive and Others Die By Chip Heath, Dan Heath EPub

RSWPD90L8MH: Made to Stick: Why Some Ideas Survive and Others Die By Chip Heath, Dan Heath