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is about how to
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Others Die is a
book by brothers
Chip and Dan
Heath published
by Random House

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Some Ideas
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on January 2,
2007. The book
continues the
idea of

"stickiness"
popularized by
Malcolm Gladwell
in The Tipping
Point, seeking
to explain what
makes an idea or
concept
memorable or
interesting. A

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Similar style to
Gladwell's is
used, with a
number of

stories and case
studies followed
by principles.

The stories
range from urban
legends, such as
the "Kidney
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introducti

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scientist who
drank a glass of
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ulcers; the
charities who
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Effect; the elem
entary-school
teacher's
simulation that
actually

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Made to Stick - Heath Brothers Heath Brothers

Made to Stick: In almost every class of 30 or more people, at least one person will have been successful by using each tool

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framework. The
Survive And
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power of this
exercise is that
it facilitates
easy comparison.
Because students
are all given
identical
assignments,
they see that
some messages
succeed and some
fail

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to **STICK** –

**Penguin Random
House**

Summary of Made
to Stick: Why
some ideas
survive and
others die by
Chip Heath and
Dan Heath

(Random House,

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2007) Summary by
Bill Hammack,
Department of
Chemical &
Biomolecular
Engineering

Summary of Made to Sticky by Chip & Dan Heath

In Made to
Stick, Chip and
Dan Heath reveal
the anatomy of

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Some ideas 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

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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.

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to Stick: Why
some ideas
survive and
others die by
Chip Heath and
Dan Heath
(Random House,

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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.

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Summary - Made
to Stick: Why
Some Ideas
Survive and
Others Die Based
on 10 years of
study, the Heath
brothers answer

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Some Ideas:
the question:

“Why do some
Survive And
Others Die
ideas succeed
while others

die”? “Made to
Stick” provides
a practical and
systematic way
to create ideas
that are
understood,
remembered, and
have a long-term
impact.

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Made to Stick
empowers anyone
with the right
insights and the
right message to
make any idea
“stick.” The
book proceeds
linearly through
the sticky
blueprint: the
acronym

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S.U.C.C.E.S.

Hence, in order
to make an idea
sticky it has to
be simple,
unexpected,
concrete,
credible,
emotional, and
tell a story.

**Amazon.com: Made
to Stick: Why
some ideas take**

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Why do some ideas thrive while others die? And how do we improve the chances of worthy ideas? One of the most interesting books I read this year is Chip and Dan Heath's "Made

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**The 6 Principles
Others Die
to Make Your
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James Le ...**

Meanwhile,
people with
important ideas—
entrepreneurs,
teachers,
politicians, and
journalists—stru
ggle to make

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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
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principle, using
the Velcro
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Chip Heath, Dan
Heath. Random
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Organizational
Behavior, Career
& Success. Mark
Twain once
observed, "A lie
can get halfway
around the world
before the truth
can even get its
boots on." His

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