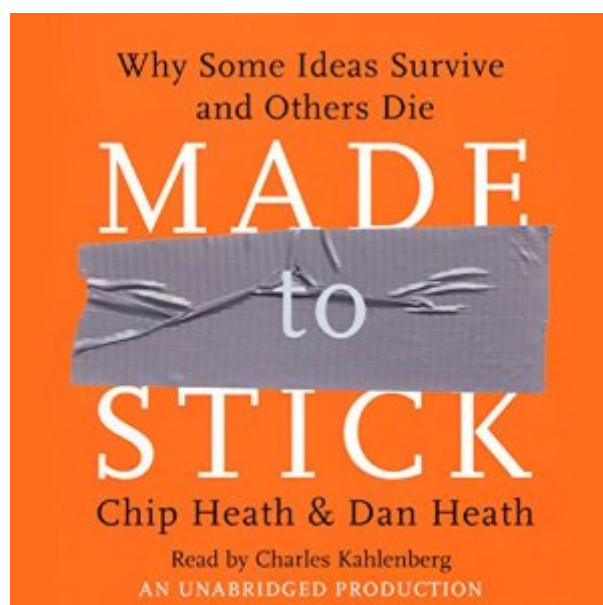


The book was found

# Made To Stick



## Synopsis

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. --This text refers to the Audio CD edition.

## Book Information

Audible Audio Edition

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## Customer Reviews

The authors had been too humble to title their book "made (ideas) to stick" and regard it as a complement to the bestseller "Tipping Point" (pg13). IMHO, this is one of the best books on communication. Some may argue that the six principles (SUCCEs: simplicity, unexpectedness, concreteness, credibility, emotions, stories) of sticky ideas are not unique. However, the samples and peripheral ideas presented are so intriguing. In short, a must read for all (who need to communicate). Highly recommended!p.s. Below please find some favorite messages I found in it for your reference:-Curse of knowledge: Once we know something, we find it hard to imagine what it was like not to know it. Our knowledge has "cursed" us. And it becomes difficult for us to share our knowledge with others, because we cant readily re-create our listeners' state of mind. pg20If you say three things, you dont say anything. pg33Simple = Core + Compact pg45Statistics arent inherently helpful; it's the scale and context that make them so. pg146If I look at the mass, I will never act. If I look at the one, I will. - Mother Teresa pg165Why does mental stimulation work? It works because we cant imagine events or sequences without evoking the same modules of the brain that are evoked in a real physical activity.....Notice that these visualizations focus on the events themselves - the process, rather than the outcomes. No one has ever been cured of a phobia by imagining how happy they'll be when it's gone. pg212Picturing a potential argument with our boss, imagining what she will say, may lead us to have the right words available when the time comes.....can prevent people from relapsing into bad habits such as smoking, excessive drinking.....can also build skills.

The ideas in this book are terrific. We kind of know some of Heath's principles: simplicity (well, we've heard about KISS forever), unexpectedness (there should be something shocking or at least edgy to make it dynamic,) concreteness (it can't be "mystery meat" you have be able to connect with the essence right away,) credibility (one has to get an initial feeling of "worthiness"), it has to excite, to have emotional as well as rational appeal, and stories help (well, we've heard about testimonials, and parables too). But here in this book Heath puts it all into focus so you have a concrete measuring scale to work with.He illustrates his points with some good examples. How do you get big, bad truckers to stop littering the State of Texas? "Give a hoot, don't pollute" is too tame for these macho guys. So state officials came up with the slogan "Don't mess with Texas" and did TV spots with such consummate Texans as Ed Jones of the Dallas Cowboys and country music's Willie Nelson."Business managers seem to believe that, once they've clocked through a PowerPoint presentation showcasing their conclusions, they've successfully communicated their ideas," Heath

writes. "What they've done is share data" Sticky ideas shock, move and convince us. "If you want your ideas to be stickier, you've got to break someone's guessing machine and then fix it." I had read about Heath's research in Cognitive Psychology, Psychology Today, and Scientific American. Unfortunately not before I made two big mistakes. But, thanks to what I have since learned, I think I have been able to correct them.

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