



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

By Chip Heath, Dan Heath

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

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.

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### 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*

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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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Do you have favorite book? In case you have, what is your favorite's book? E-book is very important thing for us to find out everything in the world. Each reserve has different aim or even goal; it means that e-book has different type. Some people feel enjoy to spend their the perfect time to read a book. They are really reading whatever they consider because their hobby is usually reading a book. What about the person who don't like studying a book? Sometime, person feel need book if they found difficult problem or maybe exercise. Well, probably you should have this Made to Stick: Why Some Ideas Survive and Others Die.

#### **Steven Ellison:**

Nowadays reading books be than want or need but also work as a life style. This reading routine give you lot of advantages. The benefits you got of course the knowledge the rest of the information inside the book that will improve your knowledge and information. The information you get based on what kind of guide you read, if you want get more knowledge just go with training books but if you want sense happy read one with theme for entertaining such as comic or novel. Often the Made to Stick: Why Some Ideas Survive and Others Die is kind of guide which is giving the reader capricious experience.

#### **Mary Gilbert:**

Playing with family in a park, coming to see the ocean world or hanging out with pals is thing that usually you will have done when you have spare time, after that why you don't try thing that really opposite from that. Just one activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you have been ride on and with addition details. Even you love Made to Stick: Why Some Ideas Survive and Others Die, you could enjoy both. It is good combination right, you still want to miss it? What kind of hang-out type is it? Oh seriously its mind hangout guys. What? Still don't obtain it, oh come on its known as reading friends.

#### **Larry Tatro:**

Your reading sixth sense will not betray anyone, why because this Made to Stick: Why Some Ideas Survive and Others Die publication written by well-known writer who really knows well how to make book that could be understand by anyone who read the book. Written inside good manner for you, still dripping wet every ideas and creating skill only for eliminate your own personal hunger then you still uncertainty Made to Stick: Why Some Ideas Survive and Others Die as good book not just by the cover but also from the content. This is one guide that can break don't judge book by its include, so do you still needing a different sixth sense to pick that!? Oh come on your reading sixth sense already told you so why you have to listening to a different sixth sense.

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