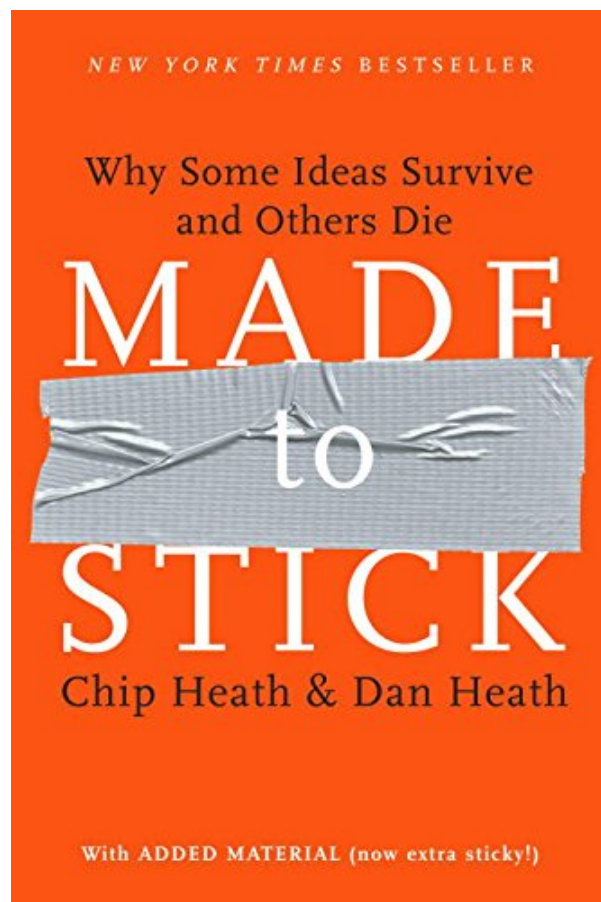


MADE TO STICK: WHY SOME IDEAS SURVIVE AND OTHERS DIE BY CHIP HEATH, DAN HEATH



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Why Some Ideas Survive
and Others Die

MADE

to

STICK

Chip Heath & Dan Heath

With ADDED MATERIAL (now extra sticky!)

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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)

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From School Library Journal

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As one of the book collections to suggest, this *Made To Stick: Why Some Ideas Survive And Others Die By Chip Heath, Dan Heath* has some strong reasons for you to read. This publication is really appropriate with just what you require currently. Besides, you will also enjoy this book Made To Stick: Why Some Ideas Survive And Others Die By Chip Heath, Dan Heath to review because this is one of your referred books to check out. When going to get something brand-new based on encounter, home entertainment, as well as various other lesson, you could use this book Made To Stick: Why Some Ideas Survive And Others Die By Chip Heath, Dan Heath as the bridge. Beginning to have reading routine can be undergone from different means and also from variant sorts of books

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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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- *Made to Stick Why Some Ideas Survive and Others Die*

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Most helpful customer reviews

1 of 1 people found the following review helpful.

An easy-to-use formula on how to identify and create successful, "sticky" and transformative ideas.

By Dr. C.H.E. Sadaphal

Some ideas are very "sticky" meaning they are lasting, generative, and convey an important message. A classic example is: "Do unto others as you would have them do unto you." In *Made to Stick*, Chip and Dan Heath explain why ideas stick, and provide the reader with a "sticky blueprint."

Essentially, sticky ideas are never a matter of happenstance, but all share six common traits. With a keen understanding of all six traits, you will be able to produce stickier ideas and subsequently revitalize the way you express yourself and transform those whom you lead with positive results.

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 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. The peculiars of each trait are explored in comprehensive detail within each chapter. Generally speaking even though this book is 250+ pages, it is a very quick read.

Made to Stick is one of three books written on transformative change by the Heath brothers. The other two books are Switch: How to change things when change is hard and Decisive: How to make better choices in life and work. There are many areas of cross-over between the three selections, and I have derived the most value from each book after considering it in context of all three. Hence, Made to Stick helps you to start your journey with a bold idea that anyone can latch onto. Switch reveals how to materialize that idea into tough environments. Finally, Decisive equips you with the tools to navigate fuzzy terrain in the midst of your path to something revolutionary.

0 of 0 people found the following review helpful.

The Power of Story

By Some Writer's Life

Some time ago, actually a very long time ago, our ancient ancestors sat around a fire burning brightly within the cool confines of a mountain cave. The walls, decorated with painted hand prints and animals told the story of the small tribe. There was silence for a moment, juxtaposed against the recent great debate over what to do. Many disagreed, saying it was a bad idea, against the ancient ways even. No one had ever done it. It should not be attempted. Finally, a chance was taken. The meat, a large, tender piece of fresh mastodon, was thrown over the flame and the way we ate was forever changed; barbecue had been invented.

That's a highly unlikely story, but might make for a great presentation for a new restaurant, commercial, or advertising campaign. In fact, if you read this review, the only thing that might stick is the image of some roasting piece of meat. You might even smell the fat cooking and sizzling over the flames... and so, ideas, especially those which we can visualize, stick.

Of course, this is just one element presented in the book, and a far better job is done explaining exactly why ideas stick (and others don't). But is this book for you?

In short yes, it's good for everyone. However, I'd say three key groups of people can get the greatest benefit from this book: writers, marketers, and teachers.

I've left leaders [business mainly - though any kind really] out of this because I think anyone that subscribes to the simple paradigms established in this book put the three categories above before leadership, or at the very least, know they are essential for good leadership.

Ultimately, Made to Stick is a book about communication. More specifically, a book about communicating ideas, and doing so effectively. While by most accounts it comes across as common sense (all easily followed principals do), there is still loads of advice presented with practical application.

Of course, most people will pick this up in likely expectation of changing their organization, or finally being heard. The examples in the book lend themselves to this quite well. However, the reality is often, even with the most noble of intentions, one person won't affect change, even with ideas that stick.

Why?

As the book puts it, the curse of knowledge, or really the curse of knowledge past (my take on the book's established villain).

So what is one to do? I say start in places where you do have influence, or at least some semblance of that. The ideas are quite practical within our homes, small groups, and even friendships. That is, those areas where we have [some] current, control over our message.

If you are so blessed to have this in your current place of work (the three groups mentioned previously are most apt to implement the philosophies in my opinion), I think you will find quick wins that will seed, later, much grander victories.

6 of 6 people found the following review helpful.

SUCCEsS to your sticky idea

By Sung Hong

The SUCCEsS. Not the word that counts its literal meaning, but that invisible, intangible theory where we are able to express, deliver, and stick ideas to others. In this revealing book, you will be introduced to the six ingredients designed specifically to make ideas sticky, and let me deliver what I caught from this eye-opening book.

Others may experience over time they develop habits that slowly erode their mind's sensitivity. The inevitable pain and disappointment of moments such as delivering your ideas at a business meeting or a conference have caused you to set up walls around your mind. Much of this is understandable. But, there's no way around the truth: your mind is out of tune with confidence it was created to maintain. As we live in community, communication is the way for us to feel the unity. The book is even greater because the authors, Chip and Dan Heath, apply their SUCCEsS theory onto practical situations to help readers understand more clearly. Without the SUCCEsS rule, some kinds of communications might ease our conscience temporarily but would do nothing to expose the deeper secrets we carry and deliver. And, it might be the secrets that keep our minds in turmoil. Worse, this kind of communication could actually fuel destructive behavior rather than curb it. The rules the authors explain in this book might seem the things you would feel that you already know. But, these are the things you could easily ignore. The book is a great reference to keep you on succeeding the efficient deliverability of your ideas.

Chapter summary

Chapter1: Simple

When you needed to deliver your message in a brief and compact way, how would you prepare to deliver it to your audiences or readers? Simplicity is the key and first step to make a message sticky to others. Making it simple does not mean that you need to bring out your most important idea. It is critical to find the core. According to the authors, "finding the core isn't synonymous with communicating the core." But, that simplicity must come with its value. Like the metaphor of a company for the employees to be encouraged, your message needs to be simple and important to make your message remain not just in your mind but others as well.

Chapter2: Unexpected

"We can't demand attention. We must attract it" says the authors in the book. In order to grab people's attention, your message may be attractive with unexpectedness. Breaking a pattern could be one way. For example, the old emergency siren was too monotonous to stimulate our sensory systems and therefore failing to attract our attention. As the siren gets systematically and audibly improved, people hear much brighter and more stimulating sound and therefore being aware of some situation. In order to catch people's attention, you need to break the ordinary patterns. According to the book, "Our brain is designed to keenly aware of

changes." The more you learn knowledge, the greater the knowledge gap you would get. Because we sometimes tend to perceive that we know everything, it's hard to glue the gap. However, curiosity comes from the knowledge gaps, so these knowledge gaps can be interesting.

Chapter3: Concrete

Humans can hallucinate and imagine what we've experienced in visual, audible, or any other sensory pathways. When we use all our sensory systems to visualize ideas or messages, then the ideas get much more concrete. As an example the authors provide in this chapter, "a bathtub full of ice" in the Kidney Theft legend is an example of abstract moral truths that makes it concrete.

Chapter4: Credible

When you are a scientist, you believe more in the things that are scientifically proven or that are referred to many other studies or to the words or the theories that the well-known scientist has established. That much, credibility makes or deceives people believe your ideas. Both authorities and antiauthorities work. We present results, charts, statistics, pictures and other data to make people believe. "But concrete details don't just lend credibility to the authorities who provide them; they lend credibility to the idea itself."

Chapter5: Emotional

What's in it for you? It is a good example of the power of association. Sometimes, we need to grab people's emotion. It does not mean tear jerking, dramatic, or romantic. It means that your idea must pull out people's care and attachment to it. However, we don't always have to create this emotional attachment. "In fact, many ideas use a sort of piggybacking strategy, associating themselves with emotions that already exist (Made to Stick)." People can make decisions based on two models: the consequence model and the identity model. The consequence model can be rational self-interest, while the identity model is that people identify such situations like what type of situation is this?

Chapter6: Stories

Have you seen and heard the story of the college student from the Subway campaign? He's the guy who lost hundreds of pounds eating Subway sandwiches. The story inspires people and even connects to people's real life. Like the book, Made to Stick, also presents a lot of stories to deliver and to help readers understand in each chapter, stories allow people to understand how your idea can affect or change their mind.

Close the book and think for a moment before you start reading. How are things with your mind? Chances are, you've never stopped to consider your mind. Why should you? There are interviews to prepare for, meetings to blow others' mind with your amazing ideas, and moments you need to bring up emotional attachment with your family or your friends. If you are all caught up with these things and ask yourself this, "how are things?" "How have I dealt with those situations?" Before you go reading, you first need to dispel a commonly held myth about communication. You need to understand your old habits would die hard. And, like any habit that goes unchecked, over time they come to keep disturbing you to make your ideas sticky. Try to use the clinic part in each chapter. It will enhance your understandings, and you will improve your skills to make your ideas survive. If you really want to understand much deeper, as you read the book, look up some informative articles about the anatomy and physiology of the brain. It will help you. According to the book, your ideas must simple, unexpected, concrete, credible, emotional, and stories. Try to apply these rules into your next presentation. I was not a good organized speaker. When I adjusted my mind with these rules to prepare my presentation recently, an amazing thing happened. I am the leader of the young adult ministry of a small local church. At almost every meeting, I needed to make the members understand what and why we need to awaken ourselves and other people; they barely paid attention to what I was saying. Even they seemed understanding, but once they returned to their home or to their life, they forgot what I emphasized. However, with the rules I learned from the book, the members started showing their interests in what I say and paying good attention to it. It works!

Part of our confusion in delivering ideas stems from a misapplication of the rules we think we already know for persuasions. The notion that all confusions can be reduced down to a single underlying problem may strike you as a case of oversimplification. However, with the book, *Made to Stick*, you will track and be ready for your next presentation. When I was looking for a neuroscience book, *Made to Stick* was one of the recommended books related to neuroscience. The book is easy to follow, and it is really made to stick! If you are looking for a scientifically texted neuroscience book, this is not the book for you. However, this book will stir up your curiosity about neuroscience as a fundamental connector to higher neural knowledge. Simply, highly I recommend.

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