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lasting generative and convey an important message a classic
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convey their ideas the read is simple and
engaging it s such a blast to read
considering that the topic is boring after
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And How Do We Improve The Chances Of Worthy
Ideas In Made To Stick Aplished Educators
And Idea Collectors Chip And Dan Heath
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meaning they are lasting generative and
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example is do onto others as you would have
them do onto you in made to stick chip and
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chip heath and dan heath by stephen
northcutt as you read below you will get a
pretty good idea of why some ideas stick and
how to improve the odds but i am wondering
why some books stick in terms of book
reviews'~~

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and others die which has been a new york
times wall street journal and businessweek
bestseller dan has spoken and consulted on
the topic of making ideas stick with
anizations such as microsoft nestle the
american heart association nissan and macy
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heath random house 2007 he 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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'chip Heath Made To Stick

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