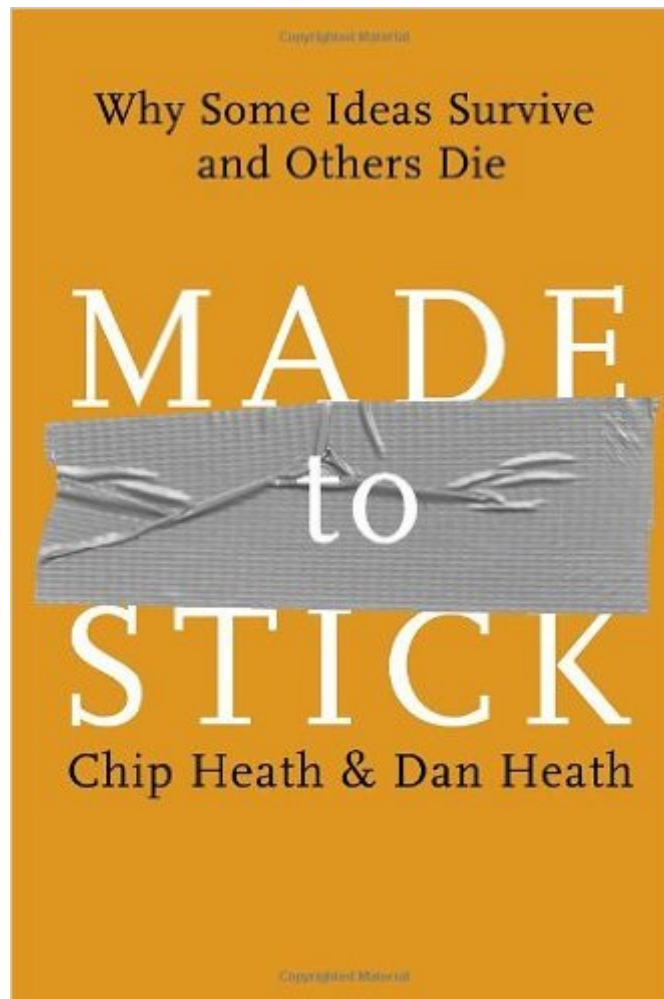


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Made To Stick: Why Some Ideas Survive And Others Die



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.

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Customer Reviews

With an entertaining blend of case studies and startling research, the Heath brothers lay out the critical elements of a sticky idea. They are--1. Simplicity2. Unexpectedness3. Concreteness4. Credibility5. Emotions6. StoriesAs you might expect, the authors use these techniques to drive home their point. For example, in the chapter on stories, they talk about Subway's Jared campaign--quite a dramatic behind-the-scenes story besides being a near perfect example of storytelling in marketing.Although these six elements seem like common sense, they are woefully underapplied in business communication. The authors state it well--"Business managers seem to believe that, once they've clicked through a PowerPoint presentation showcasing their conclusions, they've successfully communicated their ideas. What they've done is share data."Well researched, easy to read and hard to forget.

If you are going to write a guide to crafting sticky ideas, your book had better embody your principles. Authors Chip and Dan Heath succeed admirably. What I love about "Made to Stick" is that it is not merely entertaining (though it is), it provides practical, tangible strategies for creating sticky ideas. Once you understand these recommendations, you can boil them down to a set of touchstone points to evaluate your own work. This sets "Made to Stick" apart from the work of Malcolm Gladwell, whom the Heath brothers cite as an inspiration. I enjoyed Gladwell's books but could not necessarily apply his ideas to my own work.My review copy of "Made to Stick" is covered with highlighter. I am reading the book once through for pure pleasure, and then I am going back again to apply the ideas to evaluate the communications of a non-profit organization I am working for. "Made to Stick" challenges you to distill the essence of your message, to get back to core principles and to communicate them in a memorable way. Chip and Dan point out that as we become experts, we tend to use abstraction to define our ideas, and we lose our ability to communicate with novices. They teach us how to bridge that gap so that our ideas are once again accessible by everyone."Made to Stick" gives you the tools you need to revamp your own messages. It provides "do it yourself" consulting in book form, which will be appreciated by activists, entrepreneurs, and businesses of all sizes.

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 (SUCCEsS: 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. pg213If you make an argument, you're implicitly asking them to evaluate your argument - judge it, debate it, criticize it - and then argue back, at least in their minds. But with a story, you engage the audience - you are involving people with the idea, asking them to participate with you. pg234

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