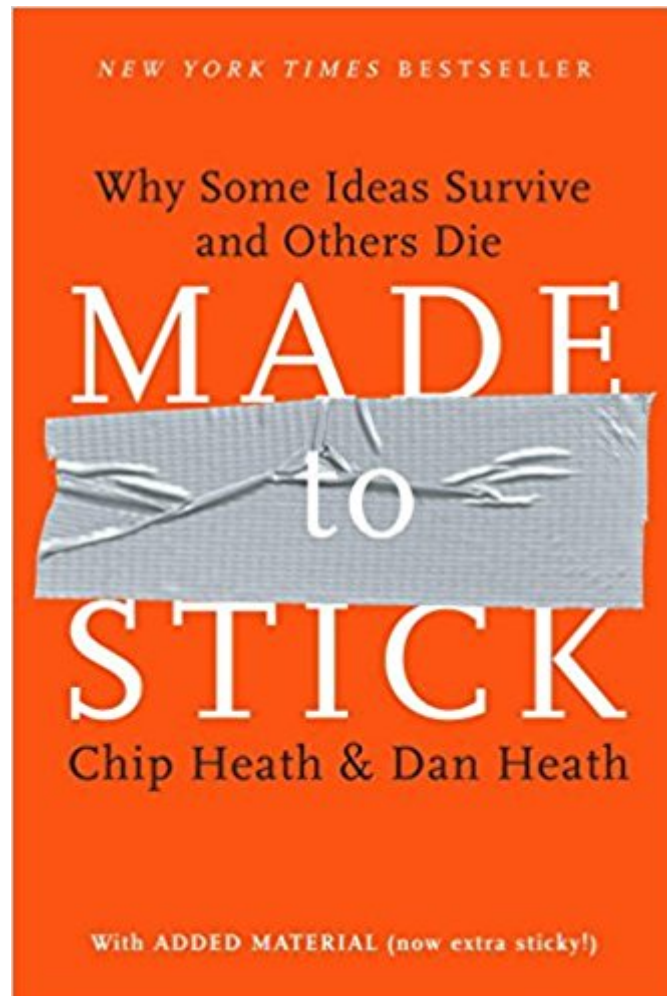




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# Made To Stick: Why Some Ideas Survive And Others Die



## 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.

## Book Information

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## Customer Reviews

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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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 Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

This is one of my favorite business books. The examples made throughout the book made Chip's and Dan's points come through vividly, and the stories truly do stick in one's mind. I can honestly say that this book changed the way that I approach writing, give presentations, and conduct pitches. Made To Stick is gripping throughout. From the elementary-school teacher attacking racial prejudice in her classroom to the Center for Science in the Public Interest's PR campaign about the health ramifications of movie popcorn, the book is full of excellent guidance on how to make your ideas successful in the world. I strongly recommend this book to everyone in marketing and business communications.

I actually really enjoyed this book. I read it for a class, but it provides a lot of practical information on making a presentation and other information interesting. The book was in good condition. And the book arrived within the noted time frame.

I must admit I was a little reluctant to read this book. At first it sounded like one of those darn feel-good self-help books featured on the Oprah Winfrey show. However, it turned out to be some great advice for how to communicate and help your message be remembered. The book focuses on six things that make ideas sticky, and gives some great examples of each. I really liked the variety of examples; many of these kinds of books are always about Apple and Google and the usual mega-companies. You can tell they worked really hard to research all of these. This book was as fun to read as a great novel. I was surprised at how entertaining a self-improvement book could be. I finished this book a year ago and still remember the six qualities of sticky ideas... thus the message of this book itself is indeed sticky, ha ha! The Heath brothers are great and I can't wait to read more of their other books!

I don't usually write reviews of books, even good ones, but Made to Stick is so good I feel the need to make an exception. It is, quite simply, one of the best non-fiction books I have ever read - definitely in my top five, possibly top three. I won't reiterate the main content: I can see other reviewers have done that. But I will say that the power of the book's ideas combined with its clear, readable and lively presentation (let's skip now to another timeless and beautiful domain of expression: accounting) make for one helluva package. This is one of those few books where I've bought both the hard copy as well as the Kindle version. That's how good it is. While it's still early days for me in applying the very practical lessons in Made to Stick they hold great promise in yielding high impact in thought

leadership, providing learning, and marketing effectively. One example: I recently drafted an article for submission to a training magazine that has previously published half a dozen of my articles. Before I submitted it however, having just finished reading *Made to Stick* I ran the article through the author's checklist and made some changes (notably, creating some story-like case studies on which to hang the article, filling out my examples more concretely, and ensuring the core, simple idea came through clearly) and then submitted it. The editor's response - on the same day I submitted it - was "I wasn't going to edit this today but once I started reading I could not stop. As I say, very promising. There's tremendous breadth in the areas you can apply the lessons in from *Made to Stick*: my interests range across learning and development, strategy, and marketing, and *Made to Stick* applies powerfully to each of these. But there are applications across all of business, government and not-for-profits, as well as if you're a parent, an employee or anyone wanting to make an impact! One of the book's real gifts for me was in sensitising me to my audience's higher motivations, rather than just baser or more selfish appeals (the authors refer to this as 'getting out of Maslow's basement'). This nicely reflected my underlying 'but hitherto undeveloped' approach, enabling me to speak more authentically and forcefully, with greater resonance for my readership and clients. Another of the book's great gifts for me was in teaching how to correctly use mental visualisation to solve problems and improve performance, in a nice and much-needed contrast to the pop-psychology and self-help gurus (The Secret 'this means you!'). This is a good thing to get at any time of the year, but especially when setting goals for the new year. And all of *Made to Stick*'s assertions are soundly backed by credible and solid academic research. Who would have thought you'd get all this in a book about communicating more clearly! The other terrific aspect of *Made to Stick* is its legacy in inviting people to look for stories in their own lives and experience. Stories play a key role in making ideas sticky - they're concrete, credible and more memorable than straight facts: 'facts tell, stories sell'. The authors emphasise that you don't even have to create stories at all; rather, become a story spotter: just recognise when life is giving you the gift of a story to use. Nice. I may sound like I'm on commission for sales of *Made to Stick* (regrettably this is not so) but I am very enthusiastic about what this compact and considered book has to offer. Here's my sticky recommendation: buy not one, not two, but three copies of this book: one for work, one for home, and one to keep in the glovebox of the car (so you can read it at the red traffic lights). And then join with me in lobbying the Gideons to place a copy in every motel room.

This book is not necessarily a strategy book about how to create and design ideas that will stick, but it does provide a blueprint about what ideas have stuck and the founding stories that a lot of ideas get to stay with us. A must read for anyone involved in marketing or advertising. The unfortunate thing is that there are tons of great ideas out there that go away or fade because they weren't presented to the public in a 'sticky' way. The Heath brothers are great writers and have written other books that are worth the read as well. Ideas can be powerful, as we've seen in elections, new products, and social issues. This book will help those ideas be shaped in a way that will stay with people.

This is a great book. I have marked it up and made notes. I want to remember everything; I probably will of course because it explores the very essence of memory. I have always believed that stories communicate much more powerfully than just facts; however, I have never understood why. Now I do. I recommend this book to anyone who wants to connect more powerfully whether with students, staff, or clients.

Still reading this book and enjoying what it says so far. Was looking for other ways to communicate messages in a non-traditional way and I look forward to reading more.

Why are urban legends so sticky? And why your idea is not? That's the second book by Chip and Dan Heath that I've read. Both are excellent and insightful books. The authors of "Made to Stick" definitely eat their own dog food. The book is easy to digest, is concrete and laconic. It's credible with unexpected real world stories. Complete it, and you'd have more chances to create or spot this next sticky story.

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