

Made To Stick Why Some Ideas Survive And Others Die

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new york times bestseller the instant classic about why some ideas thrive why others die and how to make your ideas stick 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 the washington post 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 news stories circulate effortlessly meanwhile people with important ideas entrepreneurs teachers politicians and journalists struggle to make them stick in made to stick chip and dan 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 along the way 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 will transform the way you communicate 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

a new york times and international bestseller this book is a gift to anyone who needs to get a message across and make it stick new statesman smart lively such fun to read guardian 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 news stories circulate effortlessly meanwhile people with important ideas entrepreneurs teachers politicians and journalists struggle to make them stick in made to stick chip and dan heath reveal the anatomy of ideas that stick and explain how to make ideas stickier such as applying the velcro theory of memory using the human scale principle and creating curiosity gaps along the way they reveal 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 reveals the vital principles behind winning ideas and tells us how we can apply these rules to making our own messages stick it will transform the way you communicate an entertaining practical guide to communication financial times this is great for anyone planning a speech or trying to get their message across at work psychologies the heaths push beyond what sounds like it should work and explain why it actually does time magazine anyone interested in influencing others can learn from this book washington post

feedback that sticks is a compilation of the strategies and metaphors of over 85 senior neuropsychologists compelling accessible ways of explaining complex neuropsychological concepts to patients their family members and other professionals it provides a unique opportunity for practicing neuropsychologists to develop and strengthen their own approaches to providing feedback

teaching the bible with undergraduates offers concrete strategies for bible instruction in college classrooms each essay pays special attention to the needs of tech savvy students whose sensibilities aspirations expectations and preferred ways of learning may differ significantly from those of their instructors the volume s contributors all biblical scholars and undergraduate instructors focus on best pedagogical practices using concrete examples while sharing effective strategies essays and quick tips treat topics including

general education reading skills student identities experiential learning and instructional technology contributors include kimberly bauser mcbrien george branch trevathan callie callon lesley difransico nicholas a elder timothy a gabrielson kathleen gallagher elkins susan e haddox seth heringer john hilton iii melanie a howard christopher m jones steve jung katherine low timothy luckritz marquis kara j lyons pardue jocelyn mcwhirter sylvie t raquel eric a seibert hanna tervanotko carl n toney john van maaren and robby waddell this book provides an essential resource not only for instructors at the undergraduate level but also for anyone who teaches biblical studies in the classroom

often the details of new media get lost in an alphabet soup that usually begins with an i the ipod the ipad the itouch yet the essence of new media is not in these devices but in their use this short primer shows engineers how to think about new media by focusing on the deeper issues of communicating in this new user generated era readers will grasp the mindset of new media an understanding that will long outlast the latest social networking tools it will empower practicing engineers to develop new powerful ways to help the public to understand what engineers do and why engineering is important but perhaps most importantly it gives engineers the foundation for reaching the next generation of innovative engineers

in you are why you eat food becomes a digestible metaphor if you are gorging and numbing yourself with food are you doing the same thing in life instead of trying to please others all the time what would happen if you listened to your inner voice what if you could find a way to stop eating stop working at a bad job stop a bad relationship before you walk down the aisle stop anything when you are full understanding why you eat can lead to real and lasting change both in your weight loss and all other areas of your life you are why you eat teaches readers to take back control in their lives dr ramani takes an iconoclastic brave edgy and witty approach to self help she teaches you to unearth that inner voice and let it be heard she turns all of your childhood teachings upside down and forces you to take responsibility for your choices in life through real life anecdotes and exercises she gives you the tools you need to live on your terms not those of the stakeholders that surround you it will help you trust yourself and act from the gut while making that gut smaller at the same time and in so doing it will help people live lives that are braver more authentic and less riddled with regret you can change your food attitude and change your life

turn natural curiosity into deep lasting learnings help students transform their playful wonderings into deeper questions about content and develop the higher level thinking skills they need for success in school and in life in this invaluable resource you ll find simple yet systematic ways to develop authentic student inquiry that fosters deep learning this new edition features updates based on the latest research around inquiry based teaching examples for k 8 across subject areas new emphasis on critical thinking about technologies new and updated activities checklists templates and implementation tools alignment with common core and next generation science standards

jonnie made me see london through new eyes james corden a charming and surprising alternative tour of london we loved this book map men jonnie is a conduit for the city's soul distilling its chaotic history into digestible engaging narratives the times

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