

**Made To Stick: Why Some Ideas Survive And Others
Die By Chip Heath, Dan Heath**

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Notes on 'Made to Stick: Why Some Ideas Survive and Others Die' Book is based on a Stanford course called "How to make ideas stick".

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Chip Heath, Stanford Graduate School of Business professor and coauthor of “Made to Stick: Why Some Ideas Survive and Others Die.”

Made to stick - wikipedia

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Made to Stick: Why Some Ideas Survive and Others Die. Chip Heath and Dan Heath. New York: Random. House, 2007. 291 +x pages. US\$24.95. Practitioners

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Made to Stick: Why Some Ideas Survive and Others Die; Author: Chip Heath and Dan Heath; Publisher: Random House; Publication: 2007.

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Book discussion: chip and dan heath's "made to stick" - lifehack

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