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## **JAEDEN FERNANDA**

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needing to excite their investors can make good use of As a writer and speaker, I love stories. Made to Stick: Why Some Ideas Survive and Others Die by ... 4 MADE TO STICK Heat\_1400064287\_2p\_all\_r1.qxp 8/29/06 11:32 PM Page 4. tionale that can be modeled, drawing on existing practice," it begins, ... it's a truthful idea success story. The people at CSPI knew something about the world that they needed to share. They figured out a way to communicate the idea so that people would listen and care. INTRODUCTION - NYT bestselling authors of Made to Stick ... The authors have developed the SUCCEsS model that helps make an idea sticky (NB not every idea needs to have all 7 elements of the model). Summary of Made to stick - Why some ideas take hold and ... Meanwhile, people with important ideas, struggle to make their ideas stick. In Made to Stick: Why Some Ideas Survive and Others Die, Chip Heath and Dan Heath write about six principles to make your ideas stick and help you get your point across. Key Take Aways . Here are my key take aways: Be a master of

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