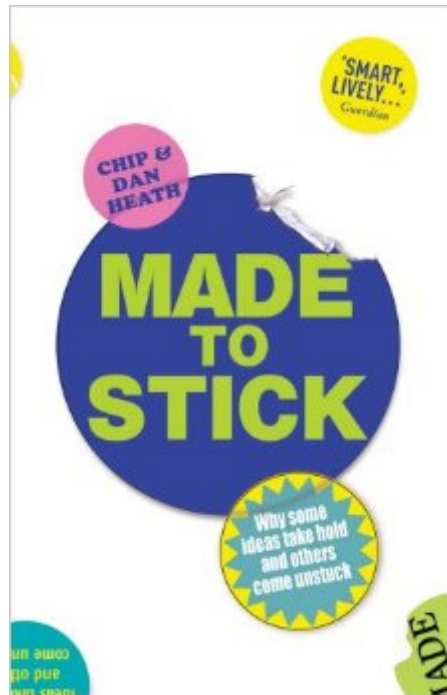


The book was found

Made To Stick: Why Some Ideas Take Hold And Others Come Unstuck



Synopsis

What is that makes urban myths so persistent but many everyday truths so eminently forgettable? How do newspapers set about ensuring that their headlines make you want to read on? And why do we remember complicated stories but not complicated facts? In the course of over ten years of study, Chip and Dan Heath have established what it is that determines whether particular ideas or stories stick in our minds or not, and "Made to Stick" is the fascinating outcome of their painstaking research. Packed full of case histories and thought-provoking anecdotes, it shows, among other things, how one Australian scientist convinced the world he'd discovered the cause of stomach ulcers by drinking a glass filled with bacteria, how a gifted sports reporter got people to watch a football match by showing them the outside of the stadium, and how high-concept pitches such as 'Jaws on a spaceship' ("Alien") and 'Die Hard on a bus' ("Speed") convince movie executives to invest vast sums of money in a project on the basis of almost no information. Entertaining and informative by turns, this is a fascinating and multi-faceted account of a key area of human behaviour. At the same time, by showing how we can all use such cleverly devised strategies as the 'Velcro Theory of Memory' and 'curiosity gaps', it offers superbly practical insights, setting out principles we all can adopt to make sure that we get our ideas across effectively.

Book Information

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Customer Reviews

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 (SUCCEs: 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 can't readily re-create our listeners' state of mind. pg20If you say three things, you don't say anything. pg33Simple = Core + Compact pg45Statistics aren't 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 can't 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.

The ideas in this book are terrific. We kind of know some of Heath's principles: simplicity (well, we've heard about KISS forever), unexpectedness (there should be something shocking or at least edgy to make it dynamic,) concreteness (it can't be "mystery meat" you have to be able to connect with the essence right away,) credibility (one has to get an initial feeling of "worthiness"), it has to excite, to have emotional as well as rational appeal, and stories help (well, we've heard about testimonials, and parables too). But here in this book Heath puts it all into focus so you have a concrete measuring scale to work with. He illustrates his points with some good examples. How do you get big, bad truckers to stop littering the State of Texas? "Give a hoot, don't pollute" is too tame for these macho guys. So state officials came up with the slogan "Don't mess with Texas" and did TV spots with such consummate Texans as Ed Jones of the Dallas Cowboys and country music's Willie Nelson. "Business managers seem to believe that, once they've clocked through a PowerPoint presentation showcasing their conclusions, they've successfully communicated their ideas," Heath writes. "What they've done is share data" Sticky ideas shock, move and convince us. "If you want your ideas to be stickier, you've got to break someone's guessing machine and then fix it." I had read about Heath's research in Cognitive Psychology, Psychology Today, and Scientific American.

Unfortunately not before I made two big mistakes. But, thanks to what I have since learned, I think I have been able to correct them.

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