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June 1st, 2020 - 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'

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