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About Made to Stick 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 public-health scares circulate effortlessly.

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Made to Stick Why Some Ideas Survive and Others Die

Made to Stick empowers anyone with the right insights and the right message to make any idea stick. The book proceeds linearly through the sticky blueprint: the acronym S.U.C.C.E.S. Hence, in order to make an idea sticky it has to be simple, unexpected, concrete, credible, emotional, and tell a story. http://tecniplas.co/Made-to-Stick--Why-Some-Ideas-Survive-and-Others-Die--.pdf

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