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**By Chip Heath, Dan Heath**

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This book is about collection of techniques to assist people create change in their lives as painlessly as possible. The central idea or thesis seems

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For most people, change is difficult. I learned this the hard way when the youth team at my church and I decided to switch up some programming in the high school

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Switch has 31,223 ratings and 2,166 reviews. Kerrilee said: I'll be interested to see if this book is still relevant in 10 years, as the influence of boo

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**0:36**

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“Change is hard.” “People hate change.” Those were two of the most common quotes we heard when we began to study change. But it occurred to us that if people

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In a similar fashion to the Heath brother’s other two books Made to Stick and Decisive, using a core analogy, they write a simple, story-driven narrative, backed

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I have been touting Chip and Dan Heath’s book Switch for some time now, so it I thought I ought to actually write about why. If you are in the role of a “change

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Jun 01, 2010 · The subtitle of Switch: How to Change Things When Change Is Hard (Broadway Business, 320 pages, \$26) says it all. The book, by Chip Heath, a professor at

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(continued from front j/Ap) effect transformative change. Switch shows that successful changes follow a pattern, a pattern you can use to make the changes that mat

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