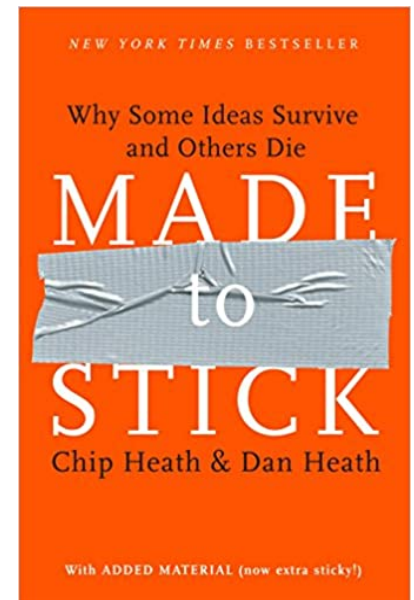


# Made to Stick Book Summary (PDF) by Chip Heath and Dan Heath

Ready to learn the most important takeaways from Made to Stick in less than two minutes? Keep reading!



## Why This Book Matters:

Made to Stick explores the exciting science behind ideas, and how some of them survive while some fade into obscurity.

## The Big Takeaways:

1. **The most unexpected first principle of a sticky idea is its novelty.**
  1. If The foundation of a successful idea is its ingenuity and innovation.
2. **The emotional impact of an idea is far-reaching and everlasting.**
  1. No feeling in the world impacts others more than an emotional appeal
3. **Simplicity is the essence of both successful and sticky ideas.**

1. Like abstract art, an idea creates the most profound impression when it is less detailed.
4. **Curiosity is the mother of progress.**
  1. A perfectly sticky idea converts the listener into a detective who keeps searching for more.
5. **There is power in story-telling your ideas.**
  1. Conveying a story is the best way to make an idea stick.

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