MADE TO STICK

Posted on June 23, 2008 by Eddie

Category: Reviews

I've just finished reading this excellent little book and would strongly recommend it to anyone who has to communicate ideas to others. I'm normally allergic to this sort of airport-solve-all-your-problems-at-once books, but this one was well worth reading.

The authors bring a wealth of practical and academic experience to bear on the question of why it is some ideas survive while others just die off. They examine everything from urban legends to succesful advertising campaigns and end up with six principles that they say are essential to making ideas 'sticky'. Good ideas must be: simple, unexpected, concrete, credible, emotional and stories.

I always reckon that a sign of a good book is that I feel that I knew everything that it said beforehand, but that the book has brought to the surface and made me aware of principles I was dimly conscious of. This is one of those books. Buy it! Made to Stick: Why Some Ideas Survive and Others Die