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[Switch: How to Change Things When Change Is Hard: Chip ...](#)

About the Author: CHIP HEATH is a professor at the Graduate School of Business at Stanford University. He lives in Los Gatos, California. DAN HEATH is a senior fellow at Duke University's Center for the Advancement of Social Entrepreneurship (CASE).

[Chip & Dan Heath - NYT bestselling authors of Made to ...](#)

Chip Heath is the Thrive Foundation of Youth Professor of Organizational Behavior in the Graduate School of Business at Stanford University. Learn more Dan Heath is a Senior Fellow at Duke University's CASE center, which supports social entrepreneurs.

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[Switch by Chip and Dan Heath Summary - Alex Vermeer](#)

This article contains my book notes for Switch by Chip and Dan Heath 1. Summary (What You Need to Know) Your brain is like an elephant with a rider perched on top.

[Video Review for Switch by Chip and Dan Heath](#)

This is video review for the book Switch by Chip and Dan Heath produced by Callibrain, employee engagement software. For a limited time, sign up for a free trial of Callibrain.

[Switch - Heath Brothers](#)

In Switch, the Heaths show how everyday people employees and managers, parents and nurses have united both minds and, as a result, achieved dramatic results: The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients.

[Switch by Chip Heath, Dan Heath - Penguin Random House](#)

About Switch. Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller Made to Stick.

[Dan Heath: How to Change When Change is Hard](#)

Three Myths of Behavior Change - What You Think You Know That You Don't: Jeni Cross at TEDxCSU -

Duration: 18:31. TEDx Talks 1,145,115 views

Book Notes: Switch by Chip Heath and Dan Heath - Michael Hyatt

According to Chip and Dan Heath, the primary obstacle is a conflict that's built into our brains. In their new book, *Switch*, they explain this conflict and, more importantly, how to overcome it to create the outcomes you want.

Switch: How to Change Things When Change Is Hard: Chip ...

Switch is a book about managing change by the Heath brothers (Chip and Dan). Chip is a professor at the Graduate School of Business at Stanford University and Dan is a Senior Fellow at Duke University's Social Entrepreneurship center. The two have teamed up before -- in 2007 they released their critically acclaimed *Made to Stick: Why Some Ideas Survive and Others Die*. This latest effort focuses

Switch - by Chip & Dan Heath - What You Will Learn

Switch by Chip & Dan Heath How to change things when change is hard This is a phenomenal book about creating change, any change at any level. They break it down into three elements: 1. Direct the Rider (make it crystal clear) Continue reading *Switch* by Chip & Dan Heath

Switch: How to Change Things When Change Is Hard by Chip Heath

Chip Heath is the professor of Organizational Behavior in the Graduate School of Business at Stanford University. He received his B.S. degree in Industrial Engineering from Texas A&M University and his Ph.D. in Psychology from Stanford.

Chip Heath - Wikipedia

Chip Heath is an American academic. He is the Thrive Foundation for Youth Professor of Organizational Behavior at the Stanford Graduate School of Business, and the co-author of several books.

Switch: How to change things when change is hard: Amazon ...

In *Switch*, brothers Chip and Dan Heath - authors of the best-selling *Made to Stick* - survey efforts to shape human behaviour in search of what works. Even when change isn't easy, it's often worth making" (*Time*)

Switch: Chip Heath, Dan Heath: Amazon.com.au: Books

Switch is a book about managing change by the Heath brothers (Chip and Dan). Chip is a professor at the Graduate School of Business at Stanford University and Dan is a Senior Fellow at Duke University's Social Entrepreneurship center.