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2023-07-19

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understood it s remembered and it changes something sticky ideas of all kinds ranging from the kidney thieves urban legend to jfk s man on the moon speech have six traits in common if you make use of these traits in your communication you ll make your ideas stickier

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anatomy of ideas that stick and explain sure fire methods for making ideas stickier such as violating schemas using the velcro theory of memory and creating curiosity gaps

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remembered and with the capacity of making an impact the heath brothers introduce the curse of knowledge as the great enemy of your ideas to stick the person sharing the idea knows all the nuances the receiver has no idea about

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