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Switch: how to change things, when change is

Apr 11, 2015 This is a review of the Book, **Switch**, authored by Chip and Dan Heath. It was done as part of the initiative, SHELL - Smart Happy Entrepreneur's Leadership
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Switch summary - chip and dan heath -

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Switch. How to Change Things When Change Is Hard. By Chip Heath; Dan Heath (Crown Business, Hardcover, 9780385528757, 320pp.) Publication Date: February 16, 2010.

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Jan 31, 2010 An exclusive book excerpt by Fast Company columnists Chip Heath and Dan Heath When it's time to change, we must look for bright spots We need to switch

About the authors - heath brothers

Chip Heath is a professor at Stanford How to Change Things When Change is Hard, hit #1 on both Dan Heath is a Senior Fellow at Duke

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Change doesn't need to be hard. Just Switch. Subject: This is the question that bestselling authors Chip and Dan Heath tackle in their compelling and insightful

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Switch: How To Change Things When Change Is Hard is one of the best books I ve read in a long time. It actually altered the way I think about personal change.

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