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Hard Facts. Book name: Switch: How to Change Things When Change Is Hard Book Author(s): Chip Heath and Dan Heath Summary pages: 15 Year: 2010 Genre: Change Management

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I have been touting Chip and Dan Heath's book Switch for some time now, so I thought I ought to actually write about why. If you are in the role of a change

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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