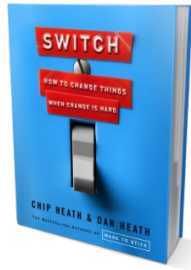
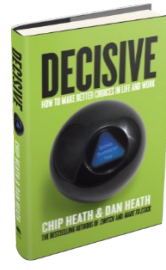




MADE TO STICK (2007)
Why some ideas survive and others die



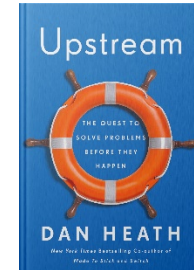
SWITCH (2010)
How to change things when change is hard



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Book in one word:
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Book in one word:
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