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Made to Stick: Why Some Ideas Survive and Others Die,
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A. *Ammonia* (*Ammonia*)
B. *Ammonia* (*Ammonia*)
C. *Ammonia* (*Ammonia*)
D. *Ammonia* (*Ammonia*)
E. *Ammonia* (*Ammonia*)
F. *Ammonia* (*Ammonia*)

... forces you to prioritize. A

... forces you to prioritize. A

... forces you to prioritize. A

A C ... forces you to prioritize. A

... forces you to prioritize. A

... forces you to prioritize. A

A B ... forces you to prioritize. A

... forces you to prioritize. A

7
N
A
FK FB N A N P N A A I
C
I
q
2
FK
FB N A
N A A I

B
F
B
E
B
It's like
the solar system but on a microscopic level.

E B 3
N 3

B C
A B
B D D
K A AM!

A
A DC P
I

A A B

~~Handwritten notes and diagrams, including a large scribble at the top and several lines of text with letters A, B, C, D, E, F, K, and numbers 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.~~

More on Simplicity from the book *Made to Stick*

C A
() 3 2 3 4 . 3 2 () 4 4 . 3 2 () () ()

N I

B

P C

Ah ha!

Ah ha!

Huh?

H

L

J

M

What will happen? M

Who did it?

Who will win? C

What is a 6-letter word for psychiatrist? P

Which characters am I missing?

open close

F

need

L

A C

H

F

M 4 - 0

A

E M H

E M

I

()

I

A D

A

predicts

() ()

A

I

!

(A

F

! ()

1. $\int_{-\infty}^{\infty} \delta(x) dx = 1$ (normalization)
2. $\int_{-\infty}^{\infty} x \delta(x) dx = 0$ (moment)
3. $\int_{-\infty}^{\infty} x^n \delta(x) dx = 0$ (higher moments)
4. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$ (sifting property)

A. $\int_{-\infty}^{\infty} \delta(x) dx = 1$
B. $\int_{-\infty}^{\infty} x \delta(x) dx = 0$
C. $\int_{-\infty}^{\infty} x^2 \delta(x) dx = 0$

D. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$
E. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$
F. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$
G. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$

H. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$

I. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$
J. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$
K. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$
L. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$
M. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$
N. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$
O. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$
P. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$
Q. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$
R. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$

C. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$
D. $\int_{-\infty}^{\infty} \delta(x) f(x) dx = f(0)$

More on Concreteness from the book *Made to Stick*

MAI, ME, A, B, AN, AI

I
 G
 12
 A
 A
 N
 K

why

B

imagine

imagine

P
 E
 M
 E

M

A

3 3,24
 M
 N
 ()
 ()

two-thirds of the benefits of actual physical practice.

M

A

N
 A

