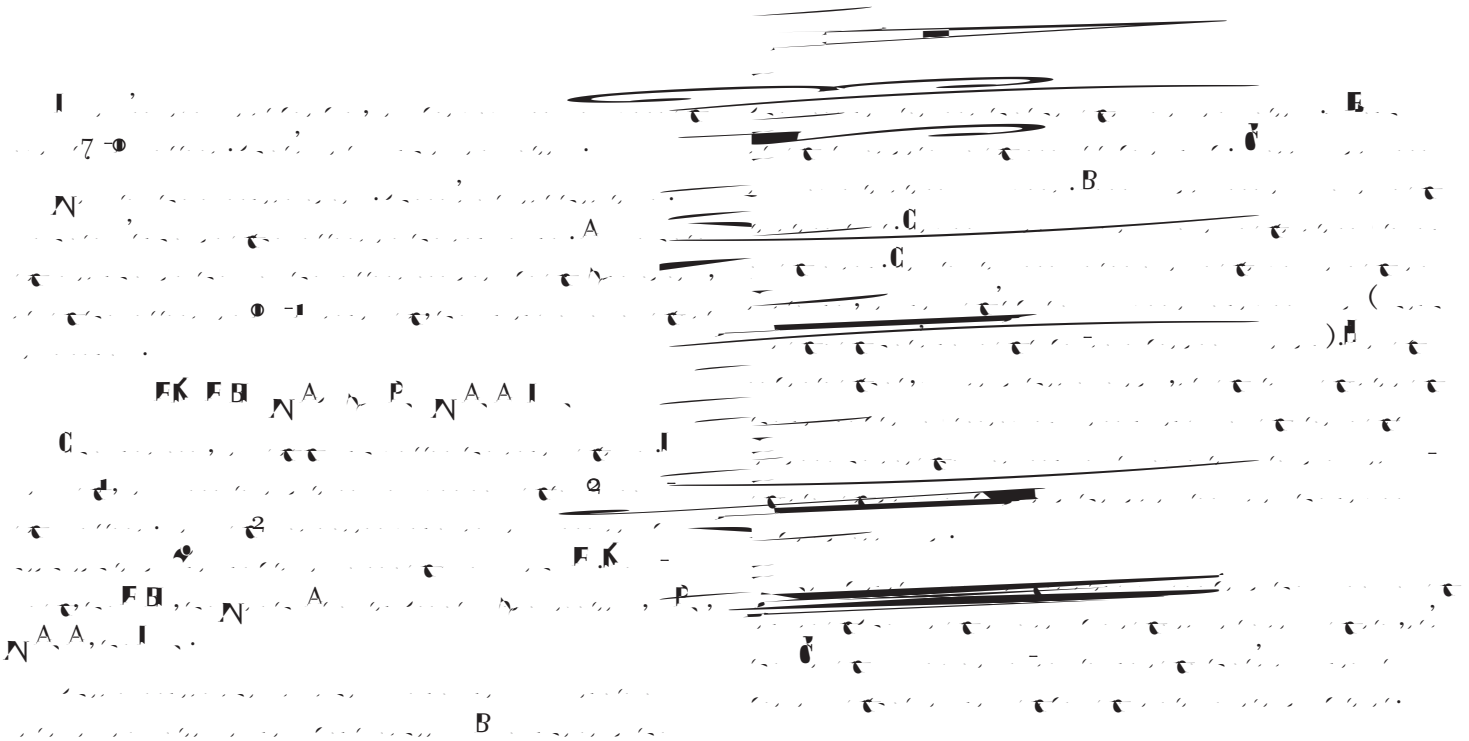
C D ,
Made to Stick: Why Some Ideas Survive and Others Die,
2007.
Made to Stick.

C 20 C D ,2010.

A , , , (, ,). A , , , . B , , . A , . F , , ,

forces you to prioritize.



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

More on Simplicity from the book *Made to Stick*

Ah ha!

Ah ha!

Huh?

, What will happen?

, Who did it?

, Who will win?

, What is a 6-letter word for psychiatrist?

, Which characters am I missing?

open *close*

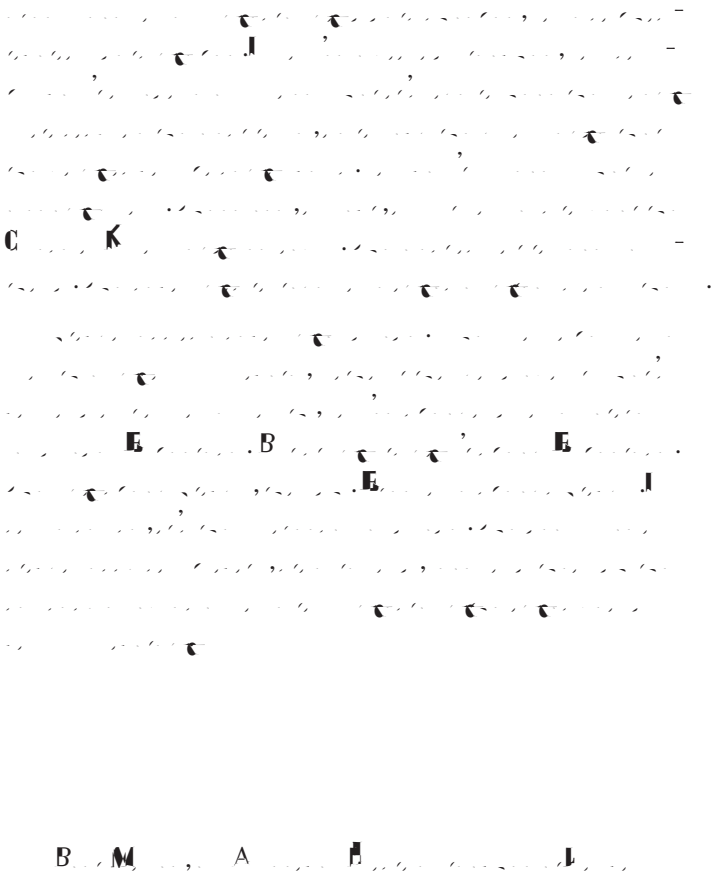
need

4-0

More on Unexpectedness from the book *Made to Stick*

predicts

More on Concreteness from the book *Made to Stick*



More on Stories from the book *Made to Stick*

why

imagine

imagine

two-thirds of the benefits of actual physical practice.