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Brothers Chip and Dan Heath in their New York Time's best-selling book, "Made to Stick," explore the stickiness of an idea. Those of us who spend time in the start-up world marvel at why one idea gains traction and other, seemingly better ideas, fall to wayside. **NEW YORK TIMES BESTSELLER** • The instant classic about why some ideas thrive, why others die, and how to improve your idea's chances—essential reading in the "fake news" era. **Made to Stick: Why Some Ideas Survive and Others Die - Kindle edition by Chip Heath, Dan Heath.** Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading **Made to Stick: Why Some Ideas Survive and Others Die.** **NEW YORK TIMES BESTSELLER** • The instant classic about why some ideas thrive, why others die, and how to improve your idea's chances—essential reading in the "fake news" era. Mark Twain once observed, "A lie can get halfway around the world before the truth can even get its boots on