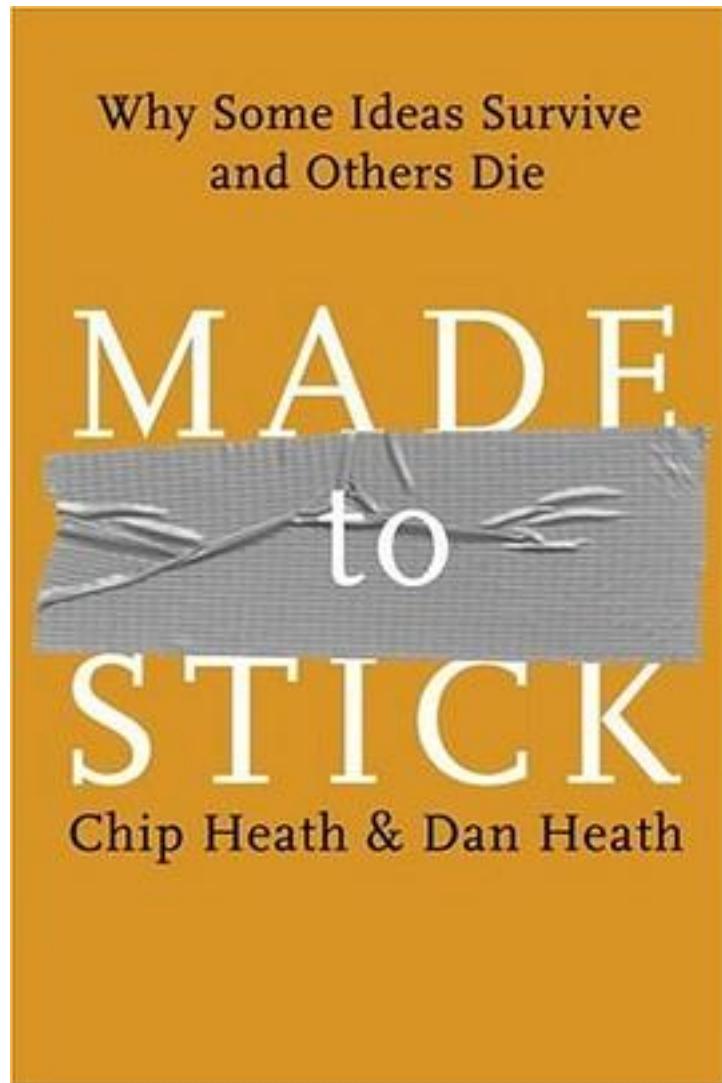


Made to Stick



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出版者:Trafalgar Square

出版时间:

装帧:HRD

isbn:9781905211579

作者介绍:

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标签

思维

心理学

记忆

Thinking

原版

非小说类

营销

评论

我很好奇这么多美国本土的例子，译文版的《粘住》里面会写得怎么样。

thanks

课本.....

simple ideas but very helpful.

有粘性的内容怎么做

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书评

The SUCCESs checklist: Simplicity, Unexpectedness, Concreteness, Credibility, Emotions and Stories. The author definitely knows how to make his book "sticky". There is no preaching, just one story after another. An easy and fun read with useful notes & refe...

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