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[Switch: How to Change Things When Change Is Hard: Chip ...](#)

About the Author: CHIP HEATH is a professor at the Graduate School of Business at Stanford University. He lives in Los Gatos, California. DAN HEATH is a senior fellow at Duke University's Center for the Advancement of Social Entrepreneurship (CASE).

[Heath Brothers - Official Site](#)

Chip Heath is the Thrive Foundation of Youth Professor of Organizational Behavior in the Graduate School of Business at Stanford University. Learn more Dan Heath is a Senior Fellow at Duke University's CASE center, which supports social entrepreneurs.

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[Switch by Chip Heath and Dan Heath - amazon.com](#)

Switch: How to Change Things When Change Is Hard [Chip Heath, Dan Heath] on Amazon.com. *FREE* shipping on qualifying offers. Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains.

[Video Review for Switch by Chip and Dan Heath](#)

This is video review for the book Switch by Chip and Dan Heath produced by Callibrain, employee engagement software. For a limited time, sign up for a free trial of Callibrain.

[Switch by Chip Heath and Dan Heath - Review and Notes](#)

Switch is an amazing book about the process of change (of all sorts), written by Chip Heath and Dan Heath. It is one of the best books ever written about the structure and process of change, and gives you a process for change that you take and apply right away to anything you want in life. Here's our review and notes.

[Switch by Chip and Dan Heath Summary - Alex Vermeer](#)

This article contains my book notes for Switch by Chip and Dan Heath. I Summary (What You Need to Know) Your brain is like an elephant with a rider perched on top. The rider does the planning and analyzing. The elephant []

Switch by Chip and Dan Heath - a Book Review

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Switch - Heath Brothers

Switch asks the following question: Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle, say the Heaths, is a conflict that's built into our brains.

Psychologists have discovered that our minds are ruled by two different systems the rational mind and the emotional mind that compete for control. The rational mind wants

Switch: How to Change Things When Change Is Hard by Chip Heath

Chip and Dan Heath, the best-selling authors of *Made to Stick*, *Switch* is like the Heath brothers' earlier book, *Made to Stick*, in that the ideas in it are not new, just better expressed. Chip and Dan are great storytellers and they have made change (i.e. behavioral change) simple and easy by reducing it to 3 steps: Direct the Rider (provide clear direction for the rational mind), Motivate

Switch by Chip Heath, Dan Heath - Penguin Random House

About *Switch*: Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*.