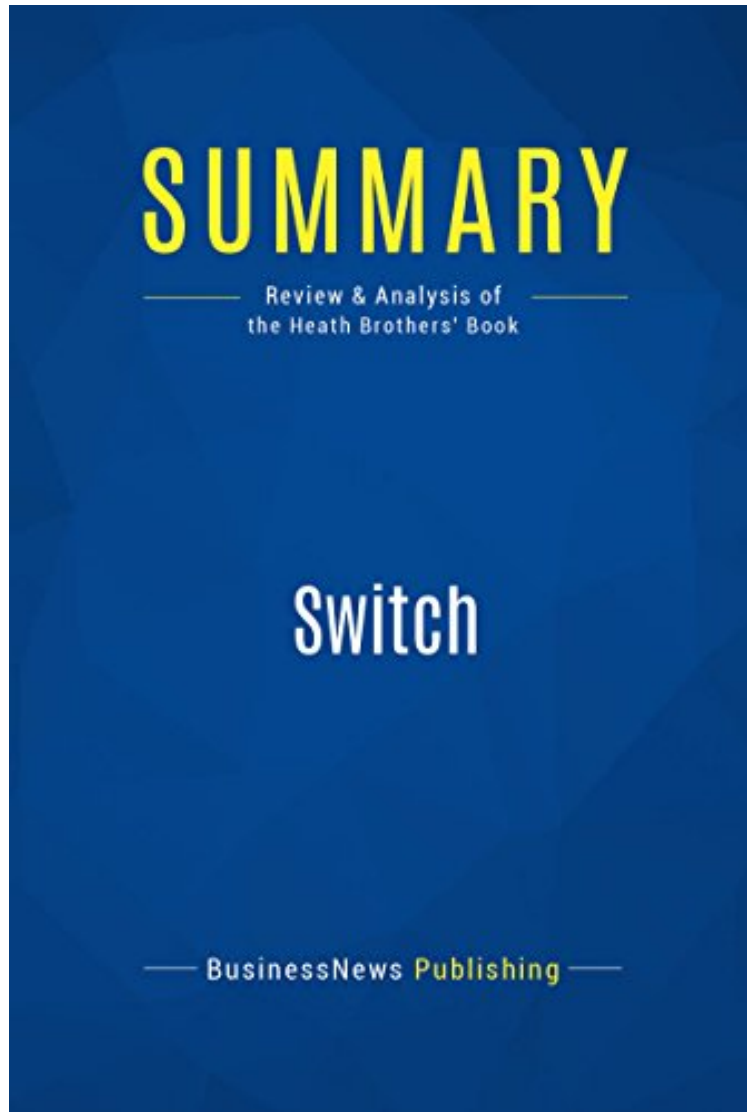


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BusinessNews Publishing : Summary: Switch: Review and Analysis of the Heath Brothers' Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: Switch: Review and Analysis of the Heath Brothers' Book:

1 of 1 people found the following review helpful. Great book if you are trying to create changeBy Spike72I just finished the summary book after listening to the audio version of Switch. As expected, much is left out of the summary, but it does cover most of the high points of the book. The only thing I missed was the discussion on

Solution Focused Therapy. The audiobook went into great length about how this version of psychotherapy is able to greatly shorten the time and effort required to achieve change by creating a vision of the desired result and acting within that vision. I felt this would have strengthened the message of the summary and the authors should consider adding it to future editions. 0 of 1 people found the following review helpful. Very useful summary
By my dog's servant I was dubious, but it was free. Now, I wish every book like Switch came with such a useful summary to use as a reference. The full book gives you more detail, more examples, but this gives you the essential core and I really appreciate it! Thanks, Chip and Dan!
0 of 1 people found the following review helpful. I love it!
By Peggy Yordy very helpful !! I love it!

The must-read summary of Chip and Dan Heath's book: "Switch: How to Change Things When Change is Hard"
This complete summary of the ideas from "Switch" shows that our rational mind often fights with our emotional mind, because the latter prefers instant gratification and the former is better at long-term planning. In this summary, discover how you can engage both in order to initiate changes successfully and easily. Change is only three steps away.
Added-value of this summary:
• Save time
• Understand key concepts
• Increase your management skills
To learn more, read "Switch" and discover
a realistic, logical guide to navigating change and exploiting it fully.