



Chip Heath

Innovation, Strategy, Marketing, Branding

NY Times, BusinessWeek, and Wall Street Journal Best-Selling Author of *Made to Stick*
and

Biography

SWITCH, NY Times and WSJ Best Seller

Chip Heath is a professor at Stanford Graduate School of Business, teaching courses on business strategy and organizations. He is the co-author (along with his brother, Dan) of two books. Their most recent book, *Switch: How to Change Things When Change is Hard* debuted at #1 on the New York Times and Wall Street Journal bestseller lists. Their first book, *Made to Stick: Why Some Ideas Survive and Others Die*, was a New York Times and Business Week bestseller, and was an Amazon Top 10 Business Book for 2007 for both editors and readers. It was translated into 27 languages including Thai, Arabic, and Lithuanian. His parents are just happy that their sons are playing well together.