

Summary: Switch: Review and Analysis of the Heath Brothers' Book. BusinessNews Publishing. Primento, 2013. 10 pages. 2013. 9782806229762

More than 300 book summaries, characters analyses and author biographies! Our goal is to bring you book analysis, short summaries and character analysis of classic and popular literature for elementary and high school. This is a website for anyone who needs quick and an effective help with reading, understanding and writing book reports. Authors. In this book summary of "Switch: How to Change Things when Change is Hard", we'll outline the 3 essential ingredients for effective, lasting change. Throughout the book, the Heath brothers use the analogy of the "Rider" and "Elephant", by psychologist Jonathan Haidt. The Rider represents our rational side trying to control the massive Elephant which represents our emotional side. The Rider may appear to be in control, but whenever the Rider and Elephant cannot agree on where to go, the Rider eventually loses. The key to change is to address all 3 elements: The Rider, The Elephant and the Path. Here's an outline of the 3 elements. For more details, please refer to the book or our full 9-page book summary! Switch: The 3 Critical Elements of Learn From My 100+ FREE Book Summaries As The More You Learn, the More You Earn. If you are not having time to read the whole book then my short 10-minute book summary of the book can really help you to get ahead in your game. These summaries are in really simple words so that you won't have any problem understanding the key principles of the book in the quickest way possible. Here all the best principles, nuggets, wisdom from the books will be compressed to a simple and short summary which will help you to know about the book and clarify whether you would like to buy that book or not. My book... Switch, a book by Chip & Dan Heath, provides a framework to make change easier: direct the rider, motivate the elephant, and shape the path. The Rider: the rational side of the brain, and it provides direction and does the planning. "Emotion is the Elephant's turf" love and compassion and sympathy and loyalty. That fierce instinct you have to protect your kids against harm that's the Elephant.