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# The Power Of Moments: Why Certain Experiences Have Extraordinary Impact



## Synopsis

The New York Times bestselling authors of *Switch* and *Made to Stick* explore why certain brief experiences can jolt us and elevate us and change us—“and how we can learn to create such extraordinary moments in our life and work. While human lives are endlessly variable, our most memorable positive moments are dominated by four elements: elevation, insight, pride, and connection. If we embrace these elements, we can conjure more moments that matter. What if a teacher could design a lesson that he knew his students would remember twenty years later? What if a manager knew how to create an experience that would delight customers? What if you had a better sense of how to create memories that matter for your children? This book delves into some fascinating mysteries of experience: Why we tend to remember the best or worst moment of an experience, as well as the last moment, and forget the rest. Why we feel most comfortable when things are certain, but we feel most alive when they’re not. And why our most cherished memories are clustered into a brief period during our youth. Readers discover how brief experiences can change lives, such as the experiment in which two strangers meet in a room, and forty-five minutes later, they leave as best friends. (What happens in that time?) Or the tale of the world’s youngest female billionaire, who credits her resilience to something her father asked the family at the dinner table. (What was that simple question?) Many of the defining moments in our lives are the result of accident or luck—but why would we leave our most meaningful, memorable moments to chance when we can create them? *The Power of Moments* shows us how to be the author of richer experiences.

## Book Information

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## Customer Reviews

âœA sincere introduction to how readers can shape and improve the peaks in their own experiences. Infused with positivity and enthusiasmâ|. Readers hungry for a bigger slice of life will find this book valuable. Heuristic advice and life-affirming direction form a gratifying combination in this motivational handbook.â "Kirkus --This text refers to the Hardcover edition.

Chip Heath is a professor at Stanford Graduate School of Business, teaching courses on strategy and organizations. He has helped over 450 startups hone their business strategy and messages. He lives in Los Gatos, California. Chip and his brother Dan have written three New York Times bestselling books: Made to Stick, Switch, and Decisive. Their books have sold over two million copies worldwide and have been translated into thirty-three languages including Thai, Arabic, and Lithuanian. The Power of Moments is their most recent book. Dan Heath is a senior fellow at Duke Universityâ™s CASE center, which supports entrepreneurs fighting for social good. He lives in Durham, North Carolina. Dan and his brother Chip have written three New York Times bestselling books: Made to Stick, Switch, and Decisive. Their books have sold over two million copies worldwide and have been translated into thirty-three languages including Thai, Arabic, and Lithuanian. The Power of Moments is their most recent book.

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