



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 three books. They will launch their newest book, *Decisive: How to Make Better Decisions in Life and Work* in March 2013. Their 2010 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. Their books have been translated into 28 languages including Thai, Arabic, and Lithuanian. Chip has consulted with clients ranging from Google and Gap to The Nature Conservancy and the American Heart Association. His parents are just happy that their sons are playing well together.