

# Dan Heath – Introduction

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Dan Heath is the co-author, along with his brother Chip, of four long-running bestsellers: *Made to Stick*, *Switch*, *Decisive*, and *The Power of Moments*. The Heath Brothers' books have sold over three million copies worldwide and been translated into 33 languages. Dan's new book *Upstream: The Quest to Solve Problems Before They Happen* debuted in 2020 and was an instant *Wall Street Journal* bestseller. Dan is a Senior Fellow at Duke University's CASE center, which supports entrepreneurs who are fighting for social good. He lives in Durham, North Carolina.

Please help me welcome, Dan Heath!