

If you want to read a lively and engaging book on the science of learning, this is a must... *Make It Stick* benefits greatly from its use of stories about people who have achieved mastery of complex knowledge and skills. Over the course of the book, the authors weave together stories from an array of learners—surgeons, pilots, gardeners, and school and university students—to illustrate their arguments about how successful learning takes place... This is a rich and resonant book and a pleasurable read that will leave you pondering the processes through which you, and your students, acquire new knowledge and skills. (Hazel Christie *Times Higher Education* 2014-04-03)

Many educators are interested in making use of recent findings about the human brain and how we learn... *Make It Stick* [is] the single best work I have encountered on the subject. Anyone with an interest in teaching or learning will benefit from reading this book, which not only presents thoroughly grounded research but does so in an eminently readable way that is accessible even to students. (James M. Lang *Chronicle of Higher Education* 2014-04-23)

Aimed primarily at students, parents, and teachers, *Make It Stick* also offers practical advice for learners of all ages, at all stages of life... With its credible challenge to conventional wisdom, *Make It Stick* does point the way forward, with a very real prospect of tangible and enduring benefits. (Glenn C. Altschuler *Psychology Today* 2014-04-10)

Presents a compelling case for why we are attracted to the wrong strategies for learning and teaching—and what we can do to remedy our approaches... In clear language, *Make It Stick* explains the science underlying how people learn. But the authors don't simply recite the research; they show readers how it is applied in real-life learning scenarios, with engaging stories of real people in academic, professional, and sports environments... The learning strategies proposed in this book can be implemented immediately, at no cost, and to great effect... *Make It Stick* will help you become a much more productive learner. (Stephanie Castellano *TD Magazine* 2014-11-08)

If I could, I would assign all professors charged with teaching undergraduates one book: *Make It Stick: The Science of Successful Learning*... It lays out what we know about the science of learning in clear, accessible prose. Every educator—and parent, and student, and professional—ought to have it on their own personal syllabus. (Annie Murphy Paul *The Brilliant blog* 2014-02-07)

This is a quite remarkable book. It describes important research findings with startling implications for how we can improve our own learning, teaching, and coaching. Even more, it shows us how more positive attitudes toward our own abilities—and the willingness to tackle the hard stuff—enables us to achieve our goals. The compelling stories bring the ideas out of the lab and into the real world. (Robert Bjork, University of California, Los Angeles)

Learning is essential and life-long. Yet as these authors argue convincingly, people often use exactly the wrong strategies and don't appreciate the ones that work. We've learned a lot in the last decade about applying cognitive science to real-world learning, and this book combines everyday examples with clear explanations of the research. It's easy to read—and should be easy to learn from, too! (Daniel L. Schacter, author of *The Seven Sins of Memory*)

For a deeper dig into the science of learning, make sure to pick up *Make It Stick*. It's an illuminating read. (Drake Baer *Business Insider* 2014-06-18)