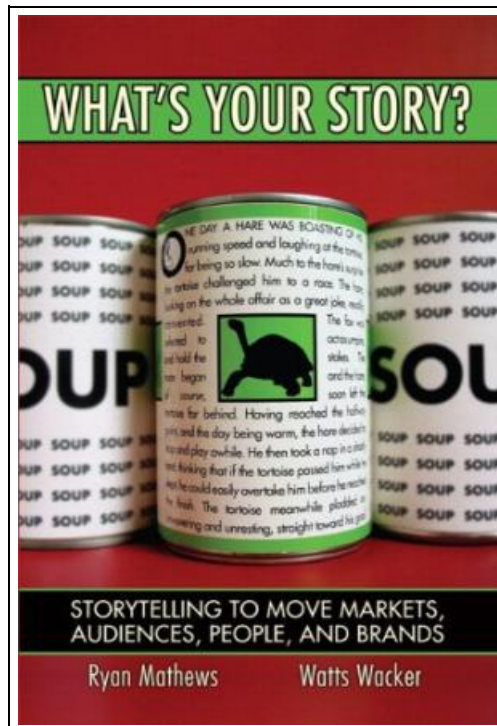


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Reviews

This book is great. I have go through and so i am confident that i will going to read through once again again in the future. I am just easily can get a satisfaction of looking at a written book.

(Miss Vernie Schimmel)

WHAT'S YOUR STORY? STORYTELLING TO MOVE MARKETS, AUDIENCES, PEOPLE, AND BRANDS



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Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, What's Your Story? Storytelling to Move Markets, Audiences, People, and Brands, Ryan Mathews, Watts Wacker, "As usual these two future-finders have their fingers on the pulse of what's happening--and what we need to know about. In every business, in every organization, the seven most important words these days are: 'But wait! A story goes with it!' You need to read this book to find out why." -Alan Webber, Co-founder, Fast Company magazine "A great story sparks our imagination, challenges us to think, and resonates with our collective conscience. Ryan Mathews and Watts Wacker's story about telling stories does exactly this. It is an essential guidebook for capturing and conveying the essence of corporate identities and enriching brands." -Paul A. Laudicina, Managing Officer and Chairman of the Board, A.T. Kearney Storytelling is the universal human activity. Every society, at every stage of history, has told stories-and listened to them intently, passionately. Stories are how people tell each other who they are, where they came from, how they're unique, what they believe. Stories capture their memories of the past and their hopes for the future. Stories are one more thing, too: They are your most powerful, most underutilized tool for competitive advantage. Whether you know it or not, your business is already telling stories. What's Your Story? will help you take control of those stories and make them work for you. Legendary business thinkers Ryan Mathews and Watts Wacker reveal how to craft an unforgettable story. create the back story that makes it believable. make sure your story cuts through today's relentless bombardment of consumer messages. and gets heard, remembered, and acted on. * THE TEN FUNCTIONS OF STORYTELLING Discovering what stories can do for your business * THE ABOLITION OF CONTEXT Telling stories when the...



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