



Why You Need a Business Story and How to Create it (Paperback)

By David Sloly

Consilience Media, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.As a journalist, broadcaster and producer I learned the art of finding and telling other people s stories. Later in life as a creative director for an international advertising and marketing agency I had the privilege of helping world-class brands, such as Google, 3M, and Dell, create stories that connected with customers beyond the product benefits. In 2014, I set myself the task of writing a book that would provide a process to enable anyone to create their own authentic business story. I have made the process as simple as possible so that it is easy to action. But that does mean this book is not the usual 300 pages but instead a slim book containing just the information you need to create your business story quickly. Why You Need A Business Story And How To Create It is a tested method for creating your own powerful business stories that you will be able to write, tell and share today.



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Reviews

Basically no terms to clarify. It is actually written in basic terms rather than confusing. I found out this ebook from my dad and I suggested this book to find out.

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