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## Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future

By Sachs, Jonah

Harvard Business Review Press, 2012. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Does your brand tell a story? In Story Wars , globally recognized storyteller, designer and entrepreneur Jonah Sachs argues that only those brands that tell values-driven stories through the right channels will revolutionize marketing. Above that, they may become humanity's greatest hope for the future. It's no surprise that most of today's marketing messages are swallowed up in a flood of noise the minute they hit the market, with thousands of ads and emails hitting each recipient on a weekly basis. And those recipients, empowered by social media tools and on-demand viewing, will ignore you in favor of something they'd prefer to seek out themselves. Sachs cites a quote from the former advertising chief at Macy's and Citigroup to emphasize this point: "The irony is that while there have never been more ways to reach consumers, it's never been harder to connect with consumers." For those of us who not only want to be heard, but need to be heard to create a better future--the time has come to cross the chasm with the only strategic approach that has ever really...

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