**Marketing 3.0**

**Emotional Stories**

Robert McKee a famous rotaries, believes that there are two different ways to convince persons. The first one is to lower ideas to a series of facts and numbers and involve persons to intellectual arguments. The other one, which is much more effecting in his opinion, is to write attractive stories based on ideas, and raise feelings of people. Upon launching a new product, Steve Jobs of Apple, always chooses a second option. Actually we can consider him one of the major story- teller in field of business. He always has a story to tell us. After telling the story, Jobs speaks about the features and facts related to product.

In autumn 1983, Jobs set the post ‘’1984’’that presented Macintosh to a certain public. He told a story of motives through which 1984 would be a year of change in the field of computers. He claimed that Apple was the only hope for merchants and consumers who wish to avoid this domain and profit from freedom of school. In 2001,he told another brilliant story. He presented iPod. The reason and motive of existence of iPod, was to allow people make money from music that they’d joined for their whole life. In 2007, he launched iPhone, with the promise of change: iPhone was presented as revolutionary, intelligent and easy to use, by connecting music, phone and Internet. With attractive stories, Steve Jobs, managed to transform sectors of informatics, music and phone during the last 25 years.

But stories related by Jobs were only the beginning. Complete stories of brand Apple are still told by various authors: employees, partners of channels and most important consumers. In the horizontal world, a big part of brand stories comes from collective knowledge. The measure they pass from one author to the other, stories are continually rewritten. Companies can never be sure of quality of stories launched to market. However, it’s always better to start telling original stories.