



## The Story Factor

By Annette Simmons

Basic Books (AZ). Paperback. Book Condition: New. Paperback. 320 pages. Dimensions: 8.2in. x 5.3in. x 0.9in. The new material for this revised edition offers an expanded case study of storytelling in action that focuses on one of Simmons and 8217;s success stories. Over one hundred stories drawn from the front lines of business and government, as well as myths, fables, and parables from around the world, illustrate how story can be used to persuade, motivate, and inspire in ways that cold facts, bullet points, and directives can and 8217;t. These stories, combined with practical storytelling techniques show anyone how to become a more effective communicator. From and 147;who I am and 8221; to and 147;I-know-what-you and 8217;re thinking, and 8221; Simmons identifies the six stories you need to know how to tell and demonstrates how they can be applied. This revised edition offers a guide to using storytelling in specific business circumstances, including corporate reorganizations, layoffs, and diversity issues. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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