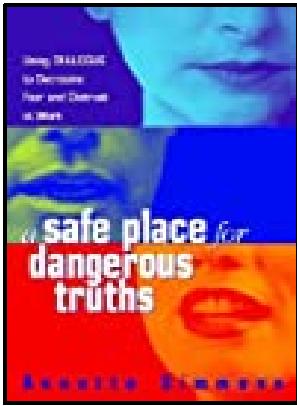


Story factor - secrets of influence from the art of storytelling

Basic Books - The Story Factor : Inspiration, Influence, and Persuasion through the Art of Storytelling

Description: -



- Pacific Area -- Military policy.
- Pacific Area -- Strategic aspects.
- Southeast Asia -- Military policy.
- South Pacific Ocean -- Military policy.
- North Pacific Ocean -- Military policy.
- Southeast Asia -- Strategic aspects.
- South Pacific Ocean -- Strategic aspects.
- North Pacific Ocean -- Strategic aspects.
- Balance of power -- Pacific Area.
- National security -- Pacific Area.
- Security, International.
- Business communication.
- Storytelling, story factor - secrets of influence from the art of storytelling
- story factor - secrets of influence from the art of storytelling
- Notes: Includes bibliographical references (p. 287-290) and index.
- This edition was published in 2006



Filesize: 5.76 MB

Tags: #The #Science #Behind #The #Art #Of #Storytelling

The Story Factor in Paperback by Annette Simmons

Compiled and written by the talented Andrea Learned; you'll discover the insights uncovered of the pickings of nine marketing minds. If I have any criticism it is that I leave the book with a feeling that I need to get to know more about the practicalities of story-telling - rather than that it has already fully satisfied my thirst for knowledge. If I told him the truth I would have had to say no, I didn't think he was going to do well, but it was neither the time nor the place to say so.

The Story Factor: Inspiration, Influence, and Persuasion Through the Art of ...

For over 30 years, we have partnered with authors, publishers, and businesses to get books to speaking and training events, business conferences, and into company book clubs and reading lists—moving books and ideas into the business world every single day.

Story Telling: The Power to Influence

This modern classic teaches you to use the art of storytelling to persuade, motivate, and inspire in life and business. Anyone seeking to influence others must first know their own story, and how to tell it properly. Knowing this, you can use stories to convey your opinions and influence people through telling the right stories.

Inspiration, Influence and Persuasion Through the Art of Storytelling

I bought - Secrets of Film Writing by Tom Lazarus and The Art of Storytelling by Michael B. Druxman.

Inspiration, Influence and Persuasion Through the Art of Storytelling

Take time to find a story of your vision in a way that connects — a story that they see. Yesterday, he received the call.

The Story Factor in Paperback by Annette Simmons

In this time of competing and conflicting narratives, where the future of our world hangs in the balance, *The Story Factor* continues to chart a path for everyone who seeks to influence with integrity. Stories do that; so does this book. You might be thinking that storytelling, especially in business, is just a gimmick.

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