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The Heart of Story: Connect, Engage and Influence Creatively

By Raju Mandhyan

Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****.Most messages and value-points shared across the boardroom table get lost in the din of depthless, digital, corporate jargon. Managers and leaders across the world spend frustrating hours trying to make a point and trying to make it stick until action and results are achieved. The answer lies in using the dynamics of old-fashioned storytelling which connects with, engages and influences listeners at a subjective, emotional and a primal level. Corporate storytelling is not just an inborn gift or an acquired art but has clear-cut, scientific and neuro-psychological reasons for its success and long-term impact in all business conversations. From the king of storytelling himself. now you can learn the secrets that will take you far in leadership and in life! Scott Friedman, National Speaker Association President 2004-2005 Certified Speaking Professional 2013 Winner of NSA Cavett Award, MPI Rise Award, CSP Global.



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