1. Record Nr. UNINA9910162697303321 Autore Salmon Christian Titolo Storytelling: bewitching the modern mind / / Christian Salmon; translated by David Macey London, [England];; New York:,: Verso,, 2017 Pubbl/distr/stampa ©2017 **ISBN** 1-78478-659-4 1-78478-660-8 Descrizione fisica 1 online resource (131 pages) Disciplina 809.93358 Soggetti Storytelling - Economic aspects Storytelling - Political aspects Communication in marketing Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia

Nota di contenuto

Intro -- Halftitle Page -- Title Page -- Copyright Page -- Contents --Preface to the English-Language Edition -- Acknowledgments --Introduction: The Magic of Narrative, or, the Art of Telling Stories --The Storytelling Revival -- Narrative as Instrument of Control --"Stories That Really Tell Us What America Can and Should Be About" --A Worrying Proliferation -- 1. From Logo to Story -- Brands in Crisis --Beneath the Swoosh, the Sweatshops -- What's in a Name? -- The Brand is a Story -- The "Narrative World" of Brands -- The Dream Society -- 2. The Invention of Storytelling Management -- A Story For Our Times -- The Silence of the Start-Ups -- A History of Silence --"Don't Keep Quiet: Tell Stories" -- Management Theorists and the "Narrative Turn" -- Telling Stories About Work -- The Magical Fables of Capitalism's Gurus -- Gurus, Purveyors of Managerial Fashion --Shakespeare on Management -- 3. The New "Fiction Economy" --India's Call Centers and the Globalization of Minds -- The Souls of the Outsourced -- The "Fictionalization" of Workplace Relations --Emotional Capitalism's New Authority Model -- Fictions About Companies or Fictional Companies? -- The Destructuring Effects of the Apologia for Permanent Change -- Storytelling's Response -- 4. The

Mutant Companies of New-Age Capitalism -- Managing Removals at Renault -- Computer-Assisted Storytelling -- "Storytelling Companies" -- Enron: A Fabulous Story From Wall Street -- Stories: The Financial Manager's Best Currency -- 5. Turning Politics Into a Story -- Ashley's Story -- A 9/11 Family -- "They Produce a Narrative, We Produce a Litany" -- Power Through Narrative -- The Great Communicator Reagan, and his Disciples Clinton and Sarkozy -- Postmodern Presidents -- Watergate and the Coming of the Spin Doctors --Creating a Counter-Reality -- Scheherazade's Strategy. 6. Telling War Stories -- Virtual Warfare in Baghdad -- From Cold War to Fake War -- The Issue of "Realism" -- "Do We Have the Right Story?" -- The "Story Drive" Project -- "Weapons of Mass Distraction" -- War: A Counter-Narrative -- Hollywood and the Pentagon Work Together --24: Fiction Normalizes States of Emergency -- 7. The Propaganda Empire -- "We're An Empire ... And We Create Our Own Reality" -- From Propaganda to Infotainment -- Fox News: A Mutation in the History of the Media -- The Lie Industry -- A Magician at Headquarters -- From Uncle Ben's to Uncle Sam -- Storytelling as Propaganda -- "Fire in the Mind" -- Afterword: Obama in Fabula -- Stories Degree Xerox --Hillary Clinton's Cojones -- Sister Sarah and Sexy Palin -- Obama's Magic Square -- Politics' "Second Life" -- Obama's Narrator -- The Politics of Signs -- A Strategist Appeals to the American Unconscious -- Notes.