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Autore	Simmons Annette
Titolo	Whoever tells the best story wins [[electronic resource] ] : how to use your own stories to communicate with power and impact / / Annette Simmons
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Nota di bibliografia	Includes bibliographical references (p. 213-216) and index.
Nota di contenuto	PART ONE. THINKING IN STORY. -- Story thinking: what does that even mean? -- What is story? -- Training your brain -- Telling stories that win -- PART TWO. FINDING STORIES TO TELL. -- Who-I-am stories -- Why-I-am-here stories -- Teaching stories -- Vision stories -- Value-in-action stories -- I-know-what-you-are-thinking stories -- PART THREE. PERFECTING THE CRAFT. -- Experience is sensory -- The gift of brevity -- Brand, organizational, and political stories -- Point of view -- Story listening -- Call to action.
Sommario/riassunto	Once upon a time, the most powerful communications tool was the art of storytelling. This book shows that it still is.