

1. Record Nr.	UNINA9910458146103321
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
Pubbl/distr/stampa	New York, : Amacom, c2007
ISBN	1-62198-464-8 1-281-12670-5 9786611126704 0-8144-0084-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (241 p.)
Disciplina	658.4/52
Soggetti	Business communication Storytelling Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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.