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Autore	Dolan Gabrielle
Titolo	Hooked [[electronic resource]] : how leaders connect, engage and inspire with storytelling / / Gabrielle Dolan, Yamini Naidu
Pubbl/distr/stampa	Milton, Qld., : Wiley, 2013
ISBN	1-118-63764-X
Descrizione fisica	1 online resource (215 p.)
Altri autori (Persone)	NaiduYamini
Disciplina	650.1
Soggetti	Business communication Business presentations Oral interpretation Storytelling Success in business Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes indexes.
Nota di contenuto	Contents; About the authors; Acknowledgements; Introduction; Chapter 1: What is business storytelling?; A story about storytelling; The buzz on business storytelling; Chapter 2: The importance of business storytelling; Face the facts: times have changed; Only dinosaurs stick with facts; Show me the love; Credibility is critical; The winning trifecta; The curse of knowledge; Chapter 3: Business storytelling styles; The four types of storyteller; Determining your style; Chapter 4: Crafting your stories; Establish your purpose; Establish who you're talking to; Where do stories come from? The proven story formulaWhat else?; Chapter 5: Making your stories shine; Avoiding story roadblocks; Using humour with purpose; Negative and positive stories; The Story Impact Matrix; Story matching; Chapter 6: Practising and delivering stories; Practising your story; Delivering your story; Chapter 7: Secret storytelling business; Assessing your success; Reflection for perfection; The six Rs of storytelling; Aligning stories with actions; Chapter 8: Getting your stories out there; Facts tell-stories sell; Social media; Forget the elevator pitch; Stories to the rescue; Nailing that promotion

Chapter 9: Implementing storytelling into your organisation
Show me how to fish; Finding other people's stories; Organisational change; Communicating values; Your next event; Chapter 10: Giving it a go; Story index; Index

Sommario/riassunto

How to use storytelling to move people to action In today's hyper-competitive business environment, leaders who can engage and inspire their teams and organisations have a distinct advantage. Using the art of effective storytelling, leaders can defeat information overload to inspire the emotion and effort needed to adopt new strategies, attract new clients, or win new business. Dry facts and data fade from memory over time, but an engaging story is difficult to forget. In Hooked, communication and business storytelling experts Gabrielle Dolan and Yamini Naidu use real-wor

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Autore

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De Dauw Esther

Hot pants and spandex suits : gender representation in American superhero comics // Esther De Dauw

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Descrizione fisica

1 online resource (206 p.) : 4 b-w images, 22 color images

Disciplina

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Soggetti

Superheroes in literature

Lingua di pubblicazione

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Materiale a stampa

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Nota di contenuto

Front matter -- Contents -- Introduction -- Chapter 1 White Superheroes and Masculinity -- Chapter 2 The White Female Body -- Chapter 3 Gay Characters and Social Progress -- Chapter 4 Legacy, Community, and the Superhero of Color -- Acknowledgments -- Notes -- Bibliography -- Index

Sommario/riassunto

The superheroes from DC and Marvel comics are some of the most iconic characters in popular culture today. But how do these figures idealize certain gender roles, body types, sexualities, and racial

identities at the expense of others? *Hot Pants and Spandex Suits* offers a far-reaching look at how masculinity and femininity have been represented in American superhero comics, from the Golden and Silver Ages to the Modern Age. Scholar Esther De Dauw contrasts the bulletproof and musclebound phallic bodies of classic male heroes like Superman, Captain America, and Iron Man with the figures of female counterparts like Wonder Woman and Supergirl, who are drawn as superhumanly flexible and plastic. It also examines the genre's ambivalent treatment of LGBTQ representation, from the presentation of gay male heroes Wiccan and Hulkling as a model minority couple to the troubling association of Batwoman's lesbianism with monstrosity. Finally, it explores the intersection between gender and race through case studies of heroes like Luke Cage, Storm, and Ms. Marvel. *Hot Pants and Spandex Suits* is a fascinating and thought-provoking consideration of what superhero comics teach us about identity, embodiment, and sexuality.
