

1. Record Nr.	UNINA9910463126303321
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Titolo	Storytelling in business [[electronic resource]] : the authentic and fluent organization / / Janis Forman
Pubbl/distr/stampa	Stanford, Calif., : Stanford Business Books, an imprint of Stanford University Press, 2013
ISBN	0-8047-8495-7
Descrizione fisica	1 online resource (305 p.)
Disciplina	658.4/5
Soggetti	Communication in management Business communication 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 and index.
Nota di contenuto	Why explore storytelling in business? -- A framework for organizational storytelling -- Stories about strategy : Schering-Plough -- Schering-Plough : lessons learned -- Stories and the corporate brand : Chevron -- Chevron : lessons learned -- Digital stories for business : FedEx -- FedEx : lessons learned -- Storytelling workshops for change : Philips -- Philips : lessons learned -- Ending with a beginning.
Sommario/riassunto	Storytelling can be a lifelong and life sustaining habit of mind, a personal inheritance that connects us to our communities. It can also serve as an organizational inheritance-a management tool that helps businesses to develop and thrive. For more than a decade, award-winning author Janis Forman has been helping executives to tell stories in service of their organizational objectives. In Storytelling in Business: The Authentic and Fluent Organization, she teaches readers everywhere how the craft of storytelling can help them to achieve their professional goals. Focusing on