

1. Record Nr.	UNINA9910815388803321
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Titolo	Start with the future and work back : a heritage management manifesto // Bruce Weindruch
Pubbl/distr/stampa	Lanham, Maryland : , : Hamilton Books, , [2016] ©2016
ISBN	0-7618-6756-2
Descrizione fisica	1 online resource (197 p.)
Disciplina	338.709
Soggetti	Business - History Leadership - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Front Cover; Copyright; Table of Contents; Foreword; Introduction; Chapter 1 - Start With the Future and Work Back; Chapter 2 - A Storehouse for Storytelling; Chapter 3 - Know Thyself; Chapter 4 - Seeing is Believing; Chapter 5 - How to Tell a Meaningful Story; Chapter 6 - The Power of StoryARC; Chapter 7 - Authenticity Sells; Acknowledgments; Index
Sommario/riassunto	This book is a lively, often amusing, but seriously perceptive exploration of The History Factory's role in creating and shaping the global heritage management industry, drawing on its work with a broad array of corporations and the original business characters the firm has served since its founding in 1979.