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Altri autori (Persone)	NaiduYamini
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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 organisationShow 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
