

1. Record Nr.	UNINA9910965234903321
Autore	Denning Stephen
Titolo	The secret language of leadership : how leaders inspire action through narrative / / Stephen Denning
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, c2007
ISBN	9786611032548 9780470493250 0470493259 9781118047378 1118047370 9781281032546 1281032549 9780470184400 047018440X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (305 p.)
Collana	J-B US non-Franchise Leadership ; ; v.40
Disciplina	658.4/5
Soggetti	Leadership Communication in organizations Storytelling
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. 245-263) and index.
Nota di contenuto	What is transformational leadership? -- Introduction: Ten mistakes transformational leaders make -- The secret language of leadership -- The language of leadership: key enablers -- Articulating a clear, inspiring goal -- The leader's own story: committing to the goal -- Mastering the audience's story -- Cultivating narrative intelligence -- Telling truthful stories -- Leadership presence: the body language of leadership -- The language of leadership: key steps -- Getting people's attention -- Stimulating desire -- Reinforcing with reason -- Continuing the conversation -- Epilogue.
Sommario/riassunto	The book introduces the concept of narrative intelligence-an ability to understand and act and react agilely in the quicksilver world of interacting narratives. It shows why this is key to the central task of

leadership, what its dimensions are, and how you can measure it. The book's lucid explanations, vivid examples and practical tips are essential reading for CEOs, managers, change agents, marketers, salespersons, brand managers, politicians, teachers, parents-anyone who is setting out to change the world.

2. Record Nr.

UNINA9911015276303321

Titolo

Le parole giuste : giornalismo e comunicazione sociale: la responsabilità delle scelte / a cura di Donatella Pacelli

Pubbl/distr/stampa

Sesto San Giovanni, : Meltemi, ©2024

ISBN

9791256150274

Descrizione fisica

139 p. : ill. ; 21 cm

Collana

Motus ; 45

Disciplina

174.90704

Locazione

FSPBC

Collocazione

COLLEZ. 3542 (45)

Lingua di pubblicazione

Italiano

Formato

Materiale a stampa

Livello bibliografico

Monografia