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Collana	Knowledge management
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Soggetti	Communication in organizations Storytelling
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Nota di contenuto	pt. 1. Practice -- pt. 2. Understanding -- pt. 3. Catalysis.
Sommario/riassunto	The Springboard: How Storytelling Ignites Action in Knowledge-Era Organizations is the first book to teach storytelling as a powerful and formal discipline for organizational change and knowledge management. The book explains how organizations can use certain types of stories ("springboard" stories) to communicate new or envisioned strategies, structures, identities, goals, and values to employees, partners and even customers. Readers will learn techniques by which they can help their organizations become more unified, responsive