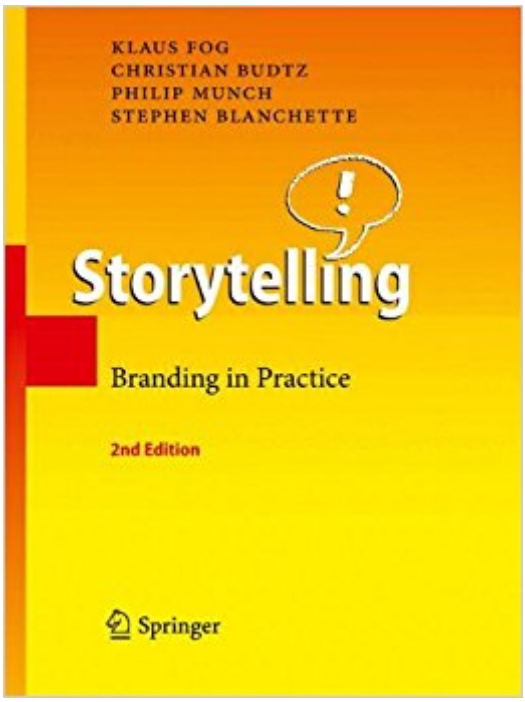
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Storytelling: Branding In Practice



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Synopsis

Must-read for managers on a powerful branding tool of the future. Up-to-date cases from the business world, plenty of illustrations and easy-to-use tools. Recommended by managers of top international firms. Covers both the internal and external benefits of storytelling for a business company. Danish version sold more than 2000 copies. Ã Â

Book Information

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introduction to the important structural elements of story telling, which is especially useful if you're one of those people who knows a good story but doesn't usually step back far enough to see the patterns that make it work. I encourage you to read this book from cover to cover. You won't regret it." (Nonprofit Online News) "I just finished Storytelling: Branding in Practice, an incredible guide to storytelling, by practitioners (Fog, Budtz, and Yakaboylu, to be precise) for practitioners....This book is both wise and practical and I recommend it to anyone who has to think about, and convey, the big picture of their nonprofit." (Gettingattention.org)

Check Ã¢â ¬ËœEm Out! (...) itÃ¢â ¬â„¢s a detailed guide to the creation of powerful sagas that move customers to engage the brand. Tom Peters, Bestselling Author and CEO, Tom Peters Company ItÃ¢â ¬â„¢s a big deal to compress your companyÃ¢â ¬â„¢s story into a brand. This book is the first step on that long journey. Kevin Kelly, Founder and Editor-at-Large, Wired Magazine The book carries branding to the next step, which is storytelling. Philip Kotler, Professor of International Marketing, Kellogg School of Management, Northwestern University One of the very best marketing books of the year... Seth Godin, Bestselling Author and Marketing Expert The book accurately portrays the value of storytelling in the business context. Dr. Roger Schank, Former Professor in Learning and Psychology, Northwestern University and Yale University

Good book. A bit overpriced, but good. Some great insights amid a lot of very old stories. Very smart, experienced authors.

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