

The Story Factor: Secrets Of Influence From The Art Of Storytelling



Storytelling is the oldest tool of influence, an essential ingredient to the development of culture and organizational life. In this groundbreaking book, maverick consultant, writer, and storyteller Annette Simmons applies the lessons of storytelling to management and leadership. Showcasing stories from the front lines in business, as well as parables, myths, and fables from around the world, Simmons shows how anyone—managers, entrepreneurs, sales and marketing professionals, even social activists—can enhance their communication success by applying the principles of storytelling. From launching new business models to making more effective presentations to getting buy-in for new proposals and initiatives, *The Story Factor* offers practical guidelines for mastering the art of persuasion and developing more productive relationships with colleagues, employees, bosses, investors, and customers.

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with practical storytelling techniques, show anyone how to but ultimately the secret of lasting influence will require a connection with others **Formats and Editions of The story factor : inspiration, influence and** Storytelling is the oldest tool of influence, an essential ingredient to the development of culture and organizational life. In this groundbreaking book, maverick **The Story Factor: Secrets Of Influence From The Art Of Storytelling** - Buy The Story Factor: Secrets Of Influence From The Art Of Storytelling book online at best prices in India on Amazon.in. 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Carmine **The Story Factor: Secrets of Influence from the Art of Storytelling by** Omar said: As the title indicates, this is a book about the power of storytelling as an **The Story Factor: Inspiration, Influence, and Persuasion through the Art of The Story Factor: Secrets Of Influence From The Art Of Storytelling** This revised edition offers a guide to using storytelling in specific business circumstances, **The story factor: secrets of influence from the art of storytelling. : The Story Factor: Inspiration, Influence, and** The story factor : secrets of influence from the by Annette Simmons. The story factor : secrets of influence from the art of storytelling, by Annette Simmons. **The Story Factor: Secrets of Influence From the Art of Storytelling** Mar 17, 2009 These stories, combined with practical storytelling techniques show anyone **The story factor: secrets of influence from the art of storytelling. 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