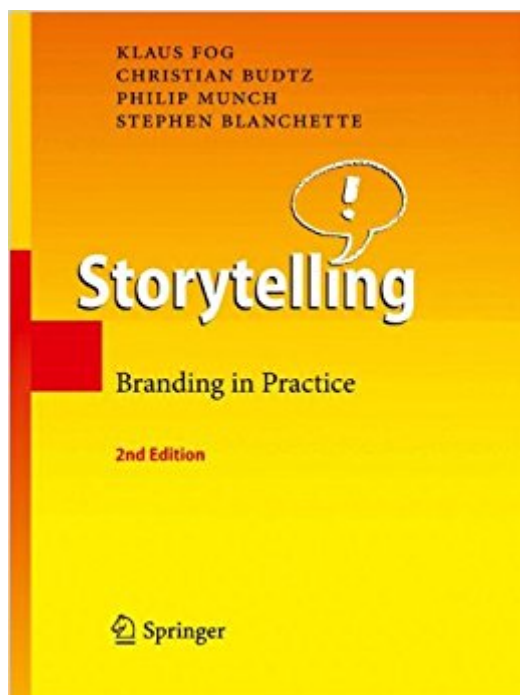


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Storytelling: Branding In Practice



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. Å Å

Book Information

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From the reviews: "The book carries branding to the next step, which is storytelling." (Philip Kotler, Marketing guru and Professor, Kellogg School of Management Northwestern University) "One of the very best marketing books of the year" (Seth Godin, Bestselling author and Marketing expert) "Check 'Em Out! (...) it's a detailed guide to the creation of powerful sagas that move customers to engage the brand." (Tom Peters, Management guru and CEO, Tom Peters Company) "It's a big deal to compress your company's story into a brand. This book is the first step on that long journey." (Kevin Kelly, Founder and Editor-at-Large, Wired Magazine) "While a good story can be a strong persuader, it's not immediately clear what makes it good or even how to construct one. The authors lay out four basic elements (message, conflict, characters, plot) and give simple explanations for what each of these entail. Å Å The writing itself makes for good storytelling both in anecdotal examples and overall instruction." (Brandchannel.com) "It's almost like a handbook -- you can easily try out its tools on your daily projects. We have done that already on campaigns and communication in general." (Jorgen Bundgaard Nielsen, Marketing Director, Kraft Foods) "The book applies storytelling to both management and marketing. It has an excellent

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)

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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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