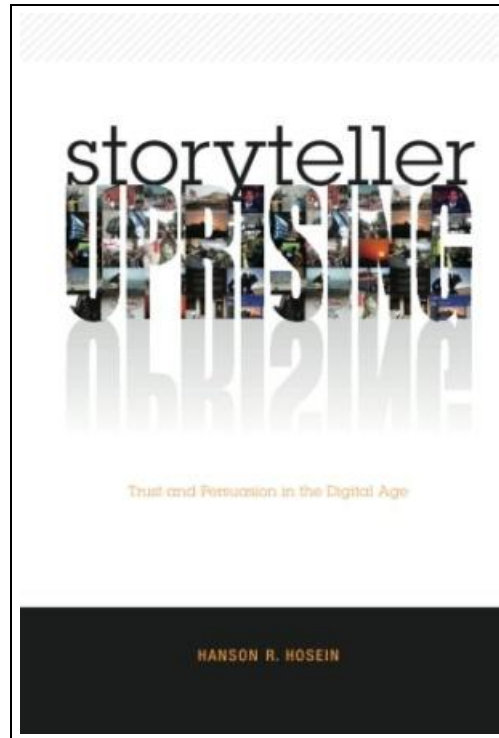


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STORYTELLER UPRISING: TRUST PERSUASION IN THE DIGITAL AGE



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Createspace, United States, 2011. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.With the decline of traditional journalism, there s an increased need for trusted information. This presents a huge opportunity to individuals, communities, companies and organizations. They can fill that void by telling their own multimedia stories and creating their own channels of distribution - thereby serving as trusted sources in their own right. That s the uprising - people seizing control of communication by building ongoing credible connection through story and digital technology. Storyteller Uprising explains why this is now possible, and why you should harness the power of story in your own communication endeavors. This 2012 edition of Storyteller Uprising has been updated with a large final section, The Storyteller s Seven Hard Truths to Manipulation in a Networked World, which takes an clear-eyed approach to challenges and opportunities in storytelling, social media and leadership (including examples from Kony 2012, the civil war in Syria, the United States Army, Caine s Arcade). Storyteller Uprising is an ideal guide for professional communicators and leaders who seek to understand the systemic transformation that has taken place in the digital age. Readers of Clay Shirky, Charlene Li and Yochai Benkler will find themselves on familiar ground as the author builds upon those strategic thinkers and extends them into the realm of storytelling and strategic communication.



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