



## Business Storytelling for Dummies

By Karen Dietz, Lori L Silverman

Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Use storytelling to influence people and move them to action. Need to get your point across? Get staff on board with change? Foster collaboration? Increase sales? Strengthen employee engagement? Build customer loyalty? Drive innovation and creativity? Capture best practices? Align people around a goal? Grow your business? Business Storytelling for Dummies can help you do this--and more. Pre-order your copy today! Discover: Expert advice with real-world examples Proven case studies, tips, and templates How to get results by capturing, crafting, telling stories And more The accompanying reference guide is included as a PDF on this disc.



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