Read this book and craft your stories for any situation. 3. How to Tell a Story: 1 Book + 20 Story Blocks = A Million Adventures Daniel Nayeri, Brian Won. $19.95. Buy on Amazon Learn More. 04/15/2021 03:07 pm GMT. This book also emphasizes the importance of telling a story; to deliver a memorable experience and produce an emotional response from audiences. 18. The Storytelling Animal: How Stories Make Us Human â€“ Jonathan Gottschall. $10.61. No matter whatâ€™s your profession, your job and interests, you cannot escape from telling stories. From the astute business owner to teachers and parents, from co-workers to siblings, we all need to know how to: Structure. What's Your Story? book. Read 6 reviews from the world's largest community for readers. Storytelling is universal in that every society, at every stage o... Goodreads helps you keep track of books you want to read. Start by marking â€œWhat's Your Story?: Storytelling to Move Markets, Audiences, People, and Brandsâ€ as Want to Read: Want to Read savingâ€¦ Want to Read. "Whatâ€™s Your Story?" will help you take control of those stories and make them work for you. Legendary business thinkers Ryan Mathews and Watts Wacker reveal how to craft an unforgettable storyâ€‘create the back story that makes it believableâ€‘make sure your story cuts through todayâ€™s relentless bombardment of consumer messagesâ€‘and gets heard, remembered, and acted on. Storytelling to Move Markets, Audiences, People, and Brands. By Ryan D. Mathews, Watts Wacker. Using this book, companies can learn to use the tools of storytelling to gain competitive advantage in an increasingly skeptical market. This book will show that stories are everywhere: for example, the iPod illustrates a corporate version of "The Little Engine That Could" or David and Goliath. Storytelling to Move Markets, Audiences, People, and Brands (paperback). Bring your club to Amazon Book Clubs, start a new book club and invite your friends to join, or find a club thatâ€™s right for you for free. Explore Amazon Book Clubs. He is widely regarded as an expert on consumers and their relationships to brands, products, services, and the companies that offer them. WATTS WACKER is one of the most celebrated and influential minds in modern business. Wacker--lecturer, best-selling author, political commentator, and social critic--has served as futurist at SRI International, the legendary Menlo Park think tank, and spent ten years as resident futurist at the preeminent social research organization, Yankelovich Partners.