



The Story Factor: Inspiration, Influence and Persuasion Through the Art of Storytelling (Paperback) - Common

By (author) Annette Simmons

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How the age-old art of storytelling can transform the way we communicate - and the way we do business? From 'who I am' to 'I-know-what-you're-thinking', the author identifies the six stories you need to know how to tell and demonstrates how they can be applied. He reminds us that the oldest tool of influence is also the most powerful.

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