



Storyworks: How Stories Can Advance Your Business, Cause and Career

Sharlene Sones

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Want people to understand who you really are — what you stand for and the value you deliver – in a compelling way? Learn how your brand story can support success and help you realize potential. You spend energy and time building beautiful products, driving traffic, fine tuning SEO, connecting on social media... but the right story connects your marketing activities with meaning. STORYWORKS is a visual “mini-whiteboard” session that presents new ideas at-a-glance to find the real value in your brand with a "how to" mechanism for putting it to work.

“The most successful brands in the future will master storytelling in a way that is compelling to consumers, media and other key constituents. Sharlene Sones delivers that message very effectively in Storyworks. Every marketer should apply her insights and observations to the brand narrative they are developing and evolving moving forward.” - Mark Beal, Managing Partner, Taylor

“It could be that the use of storytelling as a component of brand marketing might be one of the most compelling trends in modern marketing. Sharlene Sones’ new book, Storyworks, is a highly visual account of brand and organizational storytelling, with its own unique quick-paced narrative arc. It should be left lying around in every office where marketers might occasionally pick it up and enjoy a bit of inspiration.” - Ric Dragon, Author of Social Marketology

"Storyworks illustrates, in a wonderful and compelling way, how insights can be found, come to life and have meaning. Because the methodology of obtaining insight - found in the rich context of its story - is as important as the insight itself for your marketing & brand success. It’s a great read and a terrific resource to re-visit time and time again." - Mariko Miyamoto, Senior Vice President, Communispace

"All marketers know that a great brand requires a great story... but few know the elements that make up that great story. Sharlene Sones engages the reader in a witty and useful guide to creating the stories that make great brands great...A must read for anyone interested in advancing the practice of branding." - Len Schlesinger, President, Babson College. Formerly Vice Chairman and COO of Limited Brands

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John Townsend:

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Homer Douglas:

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character on there. So , not at all of book are generally make you bored, any it offers up you feel happy, fun and chill out. Try to choose the best book for you personally and try to like reading this.

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