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WINNING THE STORY WARS: WHY THOSE WHO TELL (AND LIVE) THE BEST STORIES WILL RULE THE FUTURE



Harvard Business Review Press, 2012. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Does your brand tell a story? In Story Wars, globally recognized storyteller, designer and entrepreneur Jonah Sachs argues that only those brands that tell values-driven stories through the right channels will revolutionize marketing. Above that, they may become humanity's greatest hope for the future. It's no surprise that most of today's marketing messages are swallowed up in a flood of...

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- · Authored by Sachs, Jonah
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