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Pr news: to inject storytelling in business

The Authentic and Fluid Organization." "Storytelling in Business" author Janis Forman will keynote PR News' Content Marketing Boot Camp on June 18 at the Yale

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the leading global voice of business storytelling in which he talked about, Empathy First, Authentic Storytelling Later Dr Amit Nagpal, PhD.

Business management consultant millie myers: book

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Across the projects, he has worked with authentic storytelling as a way of defining the core value of portrays the value of storytelling in the business

Storytelling in business | scoop.it

The business of storytelling on TV will soon change drastically and the emergence of transmedia Be authentic. 4. Be consistent. 5. Storytelling does not equal

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View Cameron Batten's Storytelling in Business: The Authentic & Fluent Organization (Link) Stanford University Press January 2013 Authors: Janis Forman, Cameron

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