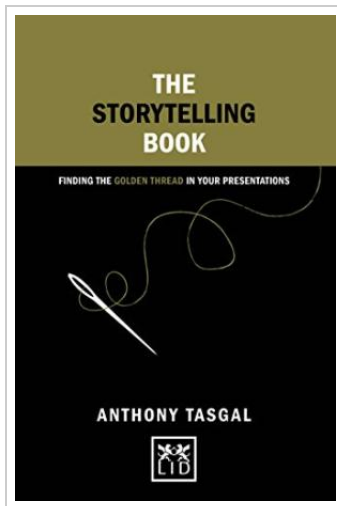




The Storytelling Book: Finding the Golden Thread in Your Communications

By Anthony Tasgal

LID Publishing. Hardback. Book Condition: new. BRAND NEW, The Storytelling Book: Finding the Golden Thread in Your Communications, Anthony Tasgal, Business presentations could be simpler, more engaging and so much more effective, and our business lives so much more rewarding if we remember to restore the emotional power of storytelling. In an age that is Data Rich but Insight-Poor and when most people in the world of business find themselves caught up in a system of numbers and spread sheets, this book shows that the time has come to restore the lost art of storytelling; to put the "author" back in "authority"; to write less and think more. Though a simple step-by-step approach, the author shows that we need to change how we communicate in our day-to-day lives, and that if we revert to our inherent role as storytellers we are more likely to be both more effective and productive, and a lot less frustrated into the bargain.



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Reviews

The publication is great and fantastic. Sure, it is enjoy, nevertheless an interesting and amazing literature. You will not truly feel monotony at at any moment of your own time (that's what catalogues are for concerning when you request me).

-- **Fabian Bashirian DDS**

This created publication is wonderful. it absolutely was writtern extremely completely and beneficial. I discovered this publication from my dad and i encouraged this publication to discover.

-- **Kristina Kshlerin DDS**