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Storynomics: Story-Driven Marketing in the Post ...

Storynomics: Story-Driven Marketing in the Post-Advertising World. by. Robert McKee. 3.74 · Rating details · 273 ratings · 33 reviews. Based on the hottest, most in-demand seminar offered by the legendary story master Robert McKee -- Storynomics translates the lessons of storytelling in business into economic and leadership success.

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The cornerstone of his program is his singular book, *Story*, which has defined how we talk about the art of story creation. Now in Storynomics, McKee partners with digital marketing expert and Skyword CEO Tom Gerace to map a path for brands seeking to navigate the rapid decline of interrupt advertising.

Storynomics: Story-Driven Marketing in the Post ...

Storynomics : story-driven marketing in the post-advertising world / by Robert McKee and Thomas Gerace. Format Book Edition First hardcover edition. Published New York : Twelve, 2018. ©2018 Description xix, 248 pages : illustrations ; 24 cm

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Other contributors Gerace, Thomas, author. Notes

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Title: Storynomics : story-driven marketing in the post-advertising world / Robert McKee and Thomas Gerace.

Description: New York : Twelve, [2018] Identifiers: LCCN 2017042100| ISBN 9781538727935 (hardcover) | ISBN 9781549167454 (audio download) | ISBN 9781455541973 (ebook) Subjects: LCSH: Marketing. | Storytelling.

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Better to read about the scientific basis of the products benefits than listening to a bla bla commercial with cute animals dancing around the screen in an attempt to keep the spectator interested in the presentation. Storynomics is all about providing marketing in a lasting meaningful way. 2 people found this helpful.

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In 2018, McKee partnered with digital marketer and Skyword CEO Tom Gerace to write Storynomics: Story-Driven Marketing in the Post-Advertising World. Storynomics, and the accompanying seminar, instructs leaders, managers and marketers how to use story in strategic management, brand management, and business communications

Robert McKee - Wikipedia

Storynomics Story-driven Marketing in the Post-advertising World (Book) : McKee, Robert : Based on the hottest, most in-demand seminar offered by the legendary story master Robert McKee -- Storynomics translates the lessons of storytelling in business into economic and leadership success.

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Storynomics illuminates what story is, why story works and, most importantly, how storytelling in business translates into economic and leadership success. Sign up for a seminar today.
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