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Wolfgang Guggemos

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Le storytelling Marc Marti,Nicolas Pelissier,2012-11-01 L tre humain a ressenti depuis ses origines le d sir de relater son parcours ses impressions et ses r flexions L art de raconter des histoires storytelling s est rapidement r pandu dans tous les domaines Cet ouvrage confronte le storytelling aux th ories du r cit Voici une r valuation critique de ce concept une analyse du storytelling politique des transformations du journalisme et des r cits organisationnels   *Le storytelling* Sébastien Durand,2011-09-07 Le storytelling consiste faire merger au sein des organisations des histoires fort pouvoir de s duction et de conviction pour faire passer des messages Il se pratique en interne pour mobiliser et en communication externe pour captiver et fid liser Le storytelling donne du sens la relation marque consommateur Il s adresse aussi bien aux entreprises qui ont d j une histoire et qui peuvent l utiliser comme celles plus r centes qui doivent en cr er une pour faire passer leurs messages Pratique cet ouvrage r pond aux questions essentielles des professionnels qu est ce que le storytelling En quoi peut il tre utile Comment le mettre en place Quels sont les secrets d une bonne histoire   *Tous les marketeurs racontent des histoires* Seth Godin,2022-09-07 Les meilleurs marketeurs sont des conteurs d histoires auxquelles les consommateurs ont choisi de croire car une histoire r ussie cr e une v ritable satisfaction chez le consommateur et g n re croissance et profit Seth Godin Ce livre int ressera tous ceux qui veulent comprendre comment les marketeurs font pour convaincre Seth Godin montre qu avant m me de vous poser des questions sur votre produit il faut r fl chir l histoire qu il raconte En effet les consommateurs n ach tent pas un simple produit mais une histoire qui leur pla t et r pond leurs croyances profondes Avec ce livre vous deviendrez des conteurs d histoires efficaces et en vous inspirant des exemples tonnants qu il commente vous apprendrez comment se b tissent les histoires auxquelles les consommateurs choisissent d adh rer Vous tes chef de produit vous travaillez ou tudiez dans le marketing ou la communication ne passez pas c t de cet ouvrage qui vous aidera d couvrir quelle histoire convient votre produit et comment la raconter avec succ s

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