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WINNING THE

STORY NARS

Why those who tell—and live the best stories will rule the future

JONAH SACHS

Winning The Story Wars Winning The Story Wars

Patrick B. Reyes

Winning The Story Wars Winning The Story Wars:

Winning the Story Wars Jonah Sachs, 2012-06-19 Trying to get your message heard Build an iconic brand Welcome to the battlefield The story wars are all around us They are the struggle to be heard in a world of media noise and clamor Today most brand messages and mass appeals for causes are drowned out before they even reach us But a few consistently break through the din using the only tool that has ever moved minds and changed behavior great stories With insights from mythology advertising history evolutionary biology and psychology viral storyteller and advertising expert Jonah Sachs takes readers into a fascinating world of seemingly insurmountable challenges and enormous opportunity You ll discover how Social media tools are driving a return to the oral tradition in which stories that matter rise above the fray Marketers have become today s mythmakers providing society with explanation meaning and ritual Memorable stories based on timeless themes build legions of eager evangelists Marketers and audiences can work together to create deeper meaning and stronger partnerships in building a better world Brands like Old Spice The Story of Stuff Nike the Tea Party and Occupy Wall Street created and sustained massive viral buzz Winning the Story Wars is a call to arms for business communicators to cast aside broken traditions and join a revolution to build the iconic brands of the future It puts marketers in the role of heroes with a chance to transform not just their craft but the enterprises they represent After all success in the story wars doesn t come just from telling great stories but from learning to live them Winning the Story Wars Jonah Sachs, 2012-08-07 Globally recognized storyteller designer and entrepreneur Sachs argues that only those brands that tell values driven stories through the right channels will revolutionize marketing and may become humanity s greatest hope for the future Hide and Seek Benson P. Fraser, 2020-07-21 As bearers of the divine image all of us are storytellers and artists However few people today believe in truth that is not empirically knowable or verifiable the sort of truth often trafficked through direct forms of communication Drawing on the works of Soren Kierkegaard Benson P Fraser challenges this penchant for direct forms of knowledge by introducing the indirect approach which he argues conveys more than mere knowledge but the capability to live out what one takes to be true Dr Fraser suggests that stories aimed at the heart are powerful instruments for personal and social change because they are not focused directly on the individual listener rather they give the individual room or distance to reconsider old meanings or ways of understanding Indirect communication fosters human transformation by awaking an individual to attend to images or words that carry deep symbolic force and that modify or replace one s present ways of knowing and ultimately make one capable of embodying what he or she believes Through an examination of the indirect approach in Kierkegaard Jesus C S Lewis and Flannery O Connor Fraser makes a strong case for the recovery of indirect strategies for communicating truth in our time *Trump and Hitler* Henk de Berg, 2024-03-01 This book compares Trump and Hitler as political performance artists It explores their populist self staging and rhetorical strategies and explains how they connected with their respective audiences It also analyses the two men's character work ethic and management

style In addition the book addresses seemingly peripheral issues like the reasons behind Hitler's toothbrush moustache and Trump s hairstyle By demystifying Hitler and Trump the author throws new light on both of them The Purpose Gap Patrick B. Reyes, 2021-03-16 In The Purpose Gap Patrick Reyes reflects on a family member s death after a long struggle with incarceration and homelessness As he asks himself why his cousin's life had turned out so differently from his own he realizes that it was a matter of conditions While they both grew up in the same marginalized Chicano community in central California Patrick found himself surrounded by a host of family friends and supporters They created a different narrative for him than the one the rest of the world had succeeded in imposing on his cousin In short they created the conditions in which Patrick could not only survive but thrive Far too much of the literature on leadership tells the story of heroic individuals creating their success by their own efforts Such stories fail to recognize the structural obstacles to thriving faced by those in marginalized communities If young people in these communities are to grow up to lives of purpose others must help create the conditions to make that happen Pastors organizational leaders educators family and friends must all perceive their calling to create new stories and new conditions of thriving for those most marginalized This book offers both inspiration and practical guidance for how to do that It offers advice on creating safe space for failure nurturing networks that support young people of color and professional guidance for how to implement these strategies in one s congregation school or The Storytelling State Cheng Nien Yuan, 2025-07-31 In The Storytelling State Cheng Nien Yuan a community organization Singaporean performance scholar and dramaturg charts Singapore's development into a storytelling state since the 2010s In such a state public auto biographical stories of everyday people elicited through visualized narrative interviews proliferate the nation's mediascape Governmental agencies and government linked institutions actively facilitate this phenomenon through campaigns and funding incentives Examining several key campaigns from the period of 2011 2021 Cheng shows how state and society collaborate to cultivate an intimate confessional public Taken together these stories generate a new paradigm of communicating social policy and the Singapore Story by mapping the national archive onto everyday bodies Bite sized pieces of consumable lives are marketed as authentic windows to the private self producing ways of being doing and feeling in the nation in accordance with contemporary societal concerns This book enters a larger debate about storytelling s impact around the world in the digital age Singapore's storytelling state functions within a global network of performing memory with new media Its origins can be traced to popular American models of oral history telling as seen in StoryCorps and Humans of New York with their techniques appropriated for a Singaporean audience Yet even when well intentioned the claims of such projects of giving voice to the non elite and the marginalized can be undermined by injurious effects that are not unique to the Singaporean context At the same time the embodied and emotional nature of these performances make the absolute control of meaning difficult Often they reveal more than they should transgressing the normative demands of the storytelling state At stake here are performances of identity mobility and belonging When the national stage is set for life

itself what does it mean to have a life **Unreadable** Don Barger, Grant Lovejoy, 2024-08-17 Don Barger and Grant Lovejoy didn t set out to write just another book They conducted hundreds of interviews with people living and working in dozens of some of the world's largest cities. They sought learn how people living in cities obtain information that shapes who they are and what they believe Over the past few years there has been a fundamental shift in how people consume and process information in urban environments Today s urban world is media saturated and the way we communicate is evolving It s no longer about books and print It's about tapping into the networks people use every day This book will show you how to reach those who prefer conversations over reading Discover the power of oral communication and how to connect the gospel message to the hearts of urban audiences Get ready to transform your ministry with insights that matter even if you don t read every word of this book Recognizing that many people prefer to obtain information through media each chapter of Unreadable includes a QR code to help the reader guickly grasp each chapter's key points Just scan and learn the Story Geoff Mead, 2014-03-13 How to master the art of narrative leadership Telling the Story shows how leaders affect our understanding of what is possible and desirable through the stories they tell It opens a door into the world of narrative leadership what stories are and how they work when to tell a story and how to tell one well and how the language and metaphors we use influence our actions and change how we think about the world Explains how narrative leadership shapes and defines what s possible on an organizational level Written by a renowned consultant on the art of narrative leadership Challenges leaders to consider how narrative can influence and help create the kind of society they envision Kendall Haven, 2014-10-14 This one of a kind book reveals the secrets of a story s power to persuade inspire influence and to teach Our brains have been evolutionarily hardwired to think to make sense and to understand in simple but hidden story terms You ll discover the Neural Story Net the Make Sense Mandate Motive Matching and the Story Influence Line and understand how these powerful concepts control listener reader engagement attention and the impact your communications will exert You ll learn that what reaches the conscious mind of your target audience is significantly different from what first reached their eyes and ears and that you can control that internal neural process This easy to use guide is organized into four parts the neuroscience of narrative your story tools how narratives exert influence changing beliefs attitudes values etc and the straightforward process of creating Story Smart stories The Story Paradox Jonathan Gottschall, 2021-11-23 Storytelling a tradition that built human civilization may soon destroy it Humans are storytelling animals Stories are what make our societies possible Countless books celebrate their virtues But Jonathan Gottschall an expert on the science of stories argues that there is a dark side to storytelling we can no longer ignore Storytelling the very tradition that built human civilization may be the thing that destroys it In The Story Paradox Gottschall explores how a broad consortium of psychologists communications specialists neuroscientists and literary quants are using the scientific method to study how stories affect our brains The results challenge the idea that storytelling is an obvious force for good in human life Yes

storytelling can bind groups together but it is also the main force dragging people apart And it s the best method we ve ever devised for manipulating each other by circumventing rational thought Behind all civilization s greatest ills environmental destruction runaway demagogues warfare you will always find the same master factor a mind disordering story Gottschall argues that societies succeed or fail depending on how they manage these tensions And it has only become harder as new technologies that amplify the effects of disinformation campaigns conspiracy theories and fake news make separating fact from fiction nearly impossible With clarity and conviction Gottschall reveals why our biggest asset has become our greatest threat and what if anything can be done It is a call to stop asking How we can change the world through stories and start asking How can we save the world from stories The Wonderful Circles of Oz Ken Webster, Alex Duff, 2022-07-27 With the world's economies impacted by coronavirus billions are feeling social environmental and economic injustices. The call for a new more just more distributive economic story and system is louder and more urgent than ever The Wonderful Circles of Oz provides both the framework and solutions for navigating towards an effective circular economy the gateway to an abundant autonomous and democratic future Widely regarded as one of the world's most engaging circular economy thought leaders Ken Webster together with creative writer Alex Duff use a storytelling approach based on The Wonderful Wizard of Oz to offer a new accessible and compelling narrative about the future direction of our economy The harder you work the more you ll improve your lot That s the simple story we ve been sold over the last 40 years to justify how today s economy works Yet extreme inequality the devastation of our natural world and the erosion of our communities tell us this economic story resembles a work of fiction and the way our extractive economy operates is not fit for purpose Still a restoration narrative a satisfying story about our future and how we ll get there is slow to emerge Using allegory commentary and reflection this book helps speed the shift from an extractive economy of materials energy and finance to one based on an effective circular economy which builds wealth as a stock of solutions accessible to all The Wonderful Circles of Oz goes beyond tired debates capital vs labour and market vs state and blends fiction and non to effectively communicate the need for macro economic system redesign Exploring complex change and containing echoes of modern monetary theory this book is a must for business professionals students and anyone with an interest in the circular economy Story Money Impact: Funding Media for Social Change Tracey Friesen, 2016-02-12 Story Money Impact Funding Media for Social Change by Tracey Friesen is a practical guide for media makers funders and activists who share the common goal of creating an impact with their work Today social issues storytellers are sharpening their craft while funders with finite resources focus on reach and strategic innovators bring more robust evaluation tools Friesen illuminates the spark at the core of these three pursuits Structured around stories from the front lines Story Money Impact reveals best practices in the areas of documentary digital content and independent journalism Here you will find Twenty one stories from people behind such powerful works as CITIZENFOUR The Corporation Virunga Being Caribou Age of Stupid and Food Inc Six key story ingredients for creating compelling content Six

possible money sources for financing your work Six impact outcome goals to further your reach Seven practical worksheets for your own projects A companion website located at www storymoneyimpact com containing up to date information for those seeking the tools and inspiration to use media for social change **Curated Stories** Sujatha Fernandes, 2017-08-10 Storytelling has proliferated today from TED Talks and Humans of New York to a plethora of story coaching agencies and consultants Heartbreaking accounts of poverty mistreatment and struggle may move us deeply But what do they move us to do And what are the stakes in the crafting and use of storytelling In Curated Stories Sujatha Fernandes considers the rise of storytelling alongside the broader shift to neoliberal free market economies She argues that stories have been reconfigured to promote entrepreneurial self making and restructured as easily digestible soundbites mobilized toward utilitarian ends Fernandes roams the globe and returns with stories from the Afghan Women's Writing Project the domestic workers movement and the undocumented student Dreamer movement in the United States and the Misi n Cultura project in Venezuela She shows how the conditions under which certain stories are told the tropes through which they are narrated and the ways in which they are responded to may actually disguise the deeper contexts of global inequality Curated stories shift the focus away from structural problems and defuse the confrontational politics of social movements Not just a critical examination of the contemporary use of narrative and its wider impact on our collective understanding of pressing social issues Curated Stories also explores how storytelling might be reclaimed to allow for the complexity of experience to be expressed in pursuit of transformative social change Stress Relief for Men Jed Diamond, Ph.D., 2014-04-01 Depression fatigue chronic pain sexual dysfunction anger and irritability these are just some of the toxic effects of stress Stress Relief for Men introduces energy healing techniques based on ancient wisdom and cutting edge science that are designed to neutralize stress so that you can regain inner strength and power in your life without talk therapy or drugs According to preeminent heart surgeon and author Mehmet Oz MD The next big frontier in medicine is energy medicine This essential resource provides the most scientifically sound tools from this emerging new field applied to the most pressing problems facing men today Learn how to Eradicate depression anxiety anger and irritability Improve your love life including better communication with your partner Eliminate chronic pain reduce inflammation and sleep better Develop peace of mind greater well being and a passion for life This book teaches you how to apply these proven energy healing power tools Earthing Grounding healing through connection with the Earth's surface energy Heart Coherence heart based breathing and visualization techniques Attachment Love activating healthy connection in relationships Emotional Freedom Techniques EFT Tapping described as an emotional version of acupuncture The ultimate goal of these practices is health vitality and empowerment so that you can successfully navigate relationships skillfully face life s challenges and enjoy your life Narratives Crossing Boundaries Joachim Friedmann, 2023-10-02 As the dominant narrative forms in the age of media convergence films and games call for a transmedial perspective in narratology Games allow a participatory reception of the story bringing the transgression of the

ontological boundary between the narrated world and the world of the recipient into focus These diverse transgressions medial and ontological are the subject of this transdisciplinary compendium which covers the subject in an interdisciplinary way from various perspectives game studies and media studies but also sociology and psychology to take into account the great influence of storytelling on social discourses and human behavior **So, Tell Me a Story** Stephen Farris, 2018-07-19 Everyone loves a good story and So Tell Me a Story offers wise counsel to preachers and teachers who want to improve their storytelling skills Farris an experienced and skilled speaker provides instruction encouragement and advice on how to avoid pitfalls that face storytellers The book moves beyond the realm of the how to manual however with an extensive collection of stories and reflections on Christian life that will spiritually enrich both speakers and other readers Houston, We Have a Narrative Randy Olson, 2015-09-15 Communicate more effectively about science by taking a page from Hollywood and improving your storytelling skills Ask a scientist about Hollywood and you ll probably get eye rolls But ask someone in Hollywood about science and they ll see dollar signs Moviemakers know that science can be the source of great stories with all the drama and action that blockbusters require That s a huge mistake says Randy Olson Hollywood has a lot to teach scientists about how to tell a story and ultimately how to do science better With Houston We Have a Narrative he lays out a stunningly simple method for turning the dull into the dramatic Drawing on his unique background which saw him leave his job as a working scientist to launch a career as a filmmaker Olson first diagnoses the problem When scientists tell us about their work they pile one moment and one detail atop another moment and another detail a stultifying procession of and and and What we need instead is an understanding of the basic elements of story the narrative structures that our brains are all but hardwired to look for which Olson boils down brilliantly to And But Therefore or ABT At a stroke the ABT approach introduces momentum And conflict But and resolution Therefore the fundamental building blocks of story As Olson has shown by leading countless workshops worldwide when scientists eyes are opened to ABT the effect is staggering suddenly they re not just talking about their work they re telling stories about it And audiences are captivated Written with an uncommon verve and enthusiasm and built on principles that are applicable to fields far beyond science Houston We Have a Narrative has the power to transform the way science is understood and appreciated and ultimately how it s done Biblical Critical Theory Christopher Watkin, 2022-11-08 With a foreword from Tim Keller A bold vision for Christians who want to engage the world in a way that is biblically faithful and culturally sensitive In Biblical Critical Theory Christopher Watkin shows how the Bible and its unfolding story help us make sense of modern life and culture Critical theories exist to critique what we think we know about reality and the social political and cultural structures in which we live In doing so they make visible the values and beliefs of a culture in order to scrutinize and change them Biblical Critical Theory exposes and evaluates the often hidden assumptions and concepts that shape late modern society examining them through the lens of the biblical story running from Genesis to Revelation and asking urgent questions like How does the Bible's storyline help us

understand our society our culture and ourselves How do specific doctrines help us engage thoughtfully in the philosophical political and social questions of our day How can we analyze and critique culture and its alternative critical theories through Scripture Informed by the biblical theological structure of Saint Augustine's magisterial work The City of God and with extensive diagrams and practical tools Biblical Critical Theory shows how the patterns of the Bible's storyline can provide incisive fresh and nuanced ways of intervening in today s debates on everything from science the arts and politics to dignity multiculturalism and equality You ll learn the moves to make and the tools to use in analyzing and engaging with all sorts of cultural artifacts and events in a way that is both biblically faithful and culturally relevant It is not enough for Christians to explain the Bible to the culture or cultures in which we live We must also explain the culture in which we live within the framework and categories of the Bible revealing how the whole of the Bible sheds light on the whole of life If Christians want to speak with a fresh engaging and dynamic voice in the marketplace of ideas today we need to mine the unique treasures of the distinctive biblical storyline Strategic Brand Storytelling Adam J. Mills, 2025-02-12 In a world where the power of a brand is etched through stories this book emerges as a critical exploration into the essence and impact of narrative in branding It delves into the strategic dimensions of brand storytelling and presents a comprehensive journey from the foundational theories to the practical implications of storytelling in marketing Readers will explore how brands leverage stories to forge deep connections evoke emotions and differentiate themselves in a cluttered marketplace Through a series of insightful contributions this book examines the architecture of brand stories investigates their role in guiding marketing strategy and discusses their impact on stakeholder engagement This volume is an invaluable resource for marketing professionals brand managers and scholars offering both a deeper theoretical understanding and practical frameworks to harness the transformative power of storytelling in strategic brand management The chapters in this book were originally published as a special issue of Journal of Strategic Marketing **Retopia: Creating New Spaces of Possibility Dirk** Hoyer, 2023-05-22 Retopia tells the story of social innovation in times of crisis and through its cross disciplinary narrative it goes beyond existing forms of future anticipation and maps out a practice based approach to the creation of new realities It explores how new imaginaries social experiments and laboratories of societies can create spaces of possibilities revalidate the peripheries and create new forms of social coherence The peripheral regions in Europe are facing a crisis triangle depopulation the rise of the useless class and outdated social welfare systems It is a crisis of political imaginaries and a lack of inspiring political stories In response to this the book specifically focuses on the concept of retopia the idea of creating inclusive spaces of social innovation that encourage active participation Through the creation of relocalized societies with a high degree of autonomy in leftover spaces such as Sicily Western Latvia or Northern Bulgaria retopian redevelopment schemes offer new perspectives on ruined spaces Retopia uncovers the common links and limitations of utopian studies future studies degrowth narratology the commons and political geography Retopia Creating New Spaces of Possibility is an

articulation of the potentialities of social innovation political imaginaries and future images provoking a stimulating discussion among scholars and students in the fields of Politics and Future and Anticipation Studies

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