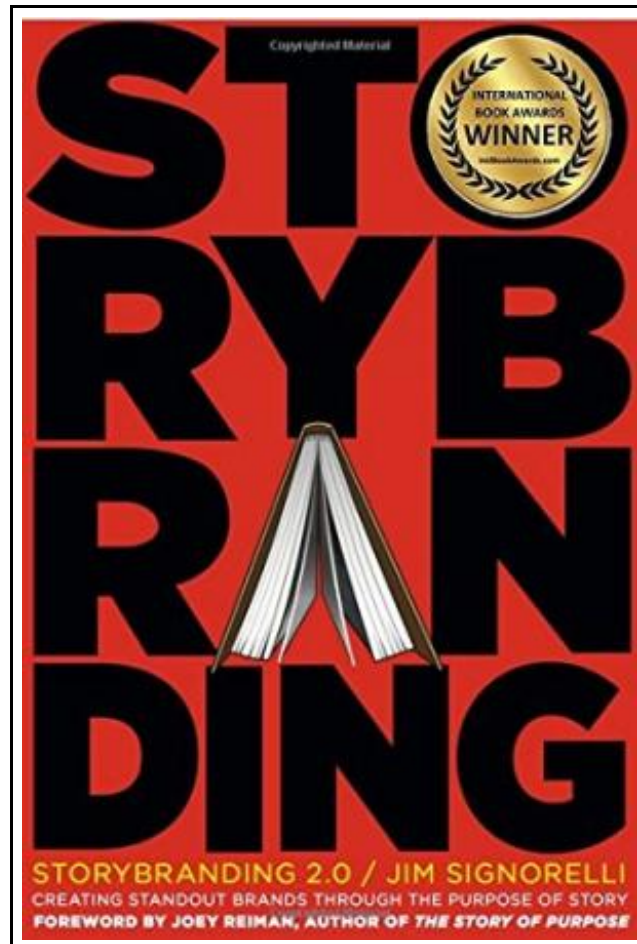


Storybranding 2.0: Creating Stand-Out Brands Through the Purpose of Story



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(Lavina Torp)

STORYBRANDING 2.0: CREATING STAND-OUT BRANDS THROUGH THE PURPOSE OF STORY

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Greenleaf Book Group. Paperback. Book Condition: New. Paperback. The Ultimate How-To Guide On Brand Storytelling Story logic applied to brandingStoryBranding 2. 0 is an updated edition of the award-winning, best seller, StoryBranding, : Creating Standout Brands Through the Power of Story - a ground breaker - a book that has sparked enthusiasm among marketing luminaries, CEOs, entrepreneurs, and personal branding advocates. Phrases like every brand tells a story, or great brands tell great stories, will always get heads nodding during keynote speeches or Ted talks, says author Jim Signorelli, but few people really know what those phrases really mean. He adds, ask anyone what a story really is, and youll get a hundred answers. Furthermore, ask what a good story and a strong brand have in common and you liable to get lost in the weeds. Jim Signorelli spent a great deal of time researching answers to his own questions about brands and stories. . And what he found was something that provided him with a surprisingly different perspective about marketing than the one the had been holding onto throughout his 35-year marketing career. Specifically, what he discovered was how marketing can fully capitalize on the logic of story. Whether you are selling pots, pans, or a private airplanes there is a great deal to be learned from the logic of stories, says Signorelli. Whether you are someone interested in learning how to create, position or reposition a brand, this 250- page book will serve as a reference guide for years to come. Introducing The StoryBranding ModelPart I of this book will introduce you to the StoryBranding Model, a template that will show you how to devise your brand story, the same way successful authors do. Its a model that will help you both discover and capitalize on a way...



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