



STORYTELLING de la mano de STEVE JOBS (Comunica y convence nº 2) (Spanish Edition)

By Natalia Gómez Del Pozuelo

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En esta Píldora sobre Storytelling, se analiza una conferencia de Steve Jobs y de su mano vamos a descubrir cómo podemos utilizar el arte de contar historias para hacer más atractiva: una conferencia, un producto, una empresa, un curriculum, una clase, etc.

Está demostrado que las historias llaman la atención, generan un gran índice de recuerdo y acercan a la persona que la transmite y la que la recibe. Es una de las herramientas que más nos puede ayudar a conseguir nuestros objetivos de comunicación.

El Storytelling se utiliza en anuncios, conferencias empresariales, mítines políticos, etc.. ¿Por qué? Es lo que se analiza de forma amena en el libro, pero fundamentalmente se usa porque tiene una gran fuerza persuasiva.

Este pequeño libro (unas 40 páginas) incluye consejos para conseguir manejar la técnica de contar historias de forma eficaz y persuasiva.

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