



## The Storytelling Entrepreneur: Using Stories for Business Success (Paperback)

By Melissa Addey

Letterpress Publishing, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Storytelling in business works. It enhances memory, enthusiasm and commitment in listeners. But where do you get the stories from and when should you use them? The Storytelling Entrepreneur was developed during workshops and one-to-ones held by business consultant and author Melissa Addey with real-life entrepreneurs at the British Library's Business IP Centre. It includes: How to find the right stories and when to use them; creating a Sacred Bundle of your organisation's history, values and magical moments; the six stories you should learn by heart and using stories at every stage of the entrepreneurial journey. The Storytelling Entrepreneur offers you a new path to business success, through deeper and better communication with the people who matter most: your investors, customers and employees. Succinct enough to be digested on the run, practical enough to meet immediate needs and far reaching enough to take you to the places you dream of, Addey has created the essential guide to storytelling for entrepreneurs. Sue Hollingsworth MBA, Director of the Centre for Biographical Storytelling As a professional speaker, public speaking coach and storyteller,...



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