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## The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand

By Ekaterina Walter, Jessica Gioglio

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand, Ekaterina Walter, Jessica Gioglio, Attention is the new commodity. Visual Storytelling is the new currency. Human brain processes visuals 60,000x faster than text. Web posts with visuals drive up to 180 per cent more engagement than those without. Viewers spend 100 per cent more time on web pages with videos. Filled with full-color images and thought-provoking examples from leading companies, The Power of Visual Storytelling explains how to grow your business and strengthen your brand by leveraging photos, videos, infographics, presentations, and other rich media. The book delivers a powerful road map for getting started, while inspiring new levels of creativity within organizations of all types and sizes. "This book is not only a complete overview of [visual storytelling] but, most importantly, the key to doing it right, a total Right Hook!" (Gary Vaynerchuk, New York Times bestselling author of Crush It! and Jab, Jab, Jab, Right Hook). "A valuable guide to understanding how to develop powerful marketing programs using the art of visual storytelling." (Guy Kawasaki, author of APE: Author, Publisher, Entrepreneur...



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