



The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch on and Others Don't (Paperback)

By Carmine Gallo

St. Martin's Griffin, 2017. Paperback. Condition: New. Reprint. Language: English . Brand New Book. How did an American immigrant without a college education go from Venice Beach T-Shirt vendor to television's most successful producer? How did a timid pastor's son surmount a paralyzing fear of public speaking to sell out Yankee stadium, twice? How did the city of Tokyo create a PowerPoint stunning enough to win itself the chance to host the Olympics? They told brilliant stories. In his hugely attended Talk Like TED events, bestselling author and communications guru Carmine Gallo found, again and again, that audiences wanted to discover the keys to telling powerful stories, inspiring stories that could galvanize movements and actuate global change. And indeed, whether your goal is to sell, educate, fundraise, or entertain, your story is your most valuable asset. A well-told story hits you like a punch to the gut; it triggers the light bulb moment, the aha that illuminates the path to innovation. Your story is a strategic tool with irresistible power, according to the NYT. Radical transformation can occur in an instant, with a single sentence; The Storyteller's Secret lets you craft your most powerful delivery ever....



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