



On Message: How a Compelling Narrative Will Make Your Organization Succeed

By Zach Friend

Turner. Paperback. Condition: New. 230 pages. Dimensions: 8.8in. x 5.9in. x 0.7in. In this era of information overload and real-time communication where anyone can publish and broadcast to millions of people with the click of a button, there is no shortage of people talking about the need to get their message across, or having a narrative. But for business, marketing, and political campaigns, there is no definitive how-to on crafting a compelling narrative that achieves lasting results. And without a narrative, no amount of framing, complex messaging, or facts will succeed. On Message solves that problem, illustrating how effective communicators understand the power of narrative, emotion, and simple messaging, and posits that having a personal, emotional narrative is the basis for all successful communication. Drawing on Zach Friend's own experience and insights from politics, advertising, corporate communications, entertainment, and social psychology, On Message provides a simple process for applying the powerful principles behind crafting a narrative, ultimately paving the path to success. Specifically, readers will: -Learn how to focus their communication efforts in a dramatically more powerful way on the most important factor, narrative; -Master the mindset needed to become a better communicator and make a forceful impact on their audience and...



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