

Storynomics Story Driven Marketing In The Post Advertising World

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Robert McKee - Wikipedia

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In 2018, McKee partnered with digital marketer and Skyword CEO Tom Gerace to write *Storynomics: Story-Driven Marketing in the Post-Advertising World*. *Storynomics*, and the accompanying seminar, instructs leaders, managers and marketers how to use story in strategic management, brand management, and business communications.

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Buy *Storynomics: Story-Driven Marketing in the Post-Advertising World* by Robert Mckee (ISBN: 9781538727935) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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With some face-to-face *Storynomics*™ training, the bid team soon mastered the craft of turning data into drama creating a story-driven bid, entitled "Boldt Builds." This new pitch starred Boldt on a heroic quest for engineering excellence, fail-proof scheduling, transparent costings, sustainability, and worker safety.

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Storynomics - Story-Driven Marketing in the Post-Advertising World is a brilliant book that's destined to send shockwaves through the worlds of marketing and branding.

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