



Only Connect: The Art of Corporate Storytelling

Robert Mighall

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This book draws on the psychology, history, and of course the greatest works of storytelling, to show how modern businesses can communicate more effectively and creatively. Robert Mighall explains why story has a universal power to move people. He shows how to build a compelling core story and apply it across a range of communications, and he demonstrates how trends in social media and content marketing are making this most ancient communication art ever more urgently relevant. What the corporate world needs most, story does best establish the human connections upon which trust is built. This book explains how.

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