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organizations as diverse as Samsung, Marriott International, Philips, Microsoft, Nike, IBM, and Siemens to transform their marketing from an ad-centric to story-centric approach, McKee and Gerace now bring this knowledge to business leaders and entrepreneurs alike.

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Robert McKee created the Storynomics seminars to show business leaders how to apply storytelling to their businesses, to drive revenue, margins and brand loyalty. In their new book, McKee and Gerace bring a whole new meaning to marketing, to displace old theories and practices with story-driven messages.

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Robert Mckee at AbeBooks.co.uk -
ISBN 10: 1538727935 - ISBN 13:
9781538727935 - Hachette USA -
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Storynomics: Story-Driven Marketing in the Post-Advertising World - Kindle edition by McKee, Robert. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Storynomics: Story-Driven Marketing in the Post-Advertising World.

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