

Tell To Win Connect Persuade And Triumph With The Hidden Power Of Story Peter Guber

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Tell To Win Connect Persuade

Then "Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story" is the book for you! Tell to Win is all about the power of how story sways people thinking. Whereas an endless parade of facts, however compelling they may be, leads to insomnia (occasionally), a story can achieve the same results, sometimes more quickly and more effectively.

Tell to Win: Connect, Persuade, and Triumph with the ...

Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story. Today everyone - whether they know it or not - is in the emotional transportation business. More and more, success is won by creating compelling stories that have the power to move partners, shareholders, customers, and employees to action.

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"In Tell to Win, Peter Guber demonstrates that telling purposeful stories is the best way to persuade, motivate and convince who you want to do what you need."--President Bill Clinton "Tell to Win gives great insight into why good storytelling skills are essential for a successful leader. It's both an engaging read and a great practical guide on how to listen, prepare and marshal facts to tell the right kind of story to the right audience."

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TELL TO WIN: CONNECT, PERSUADE AND TRIUMPH WITH HIDDEN By ...

Tell to Win Connect, Persuade, and Triumph with the Hidden Power of Story. In Tell to Win, I show how to move beyond soulless Power Point slides, facts, and figures to create purposeful stories that can serve as powerful calls to action. Simply put, if you can't tell it, you can't sell it. Tell to Win became an instant #1 bestseller in the New York Times, USA Today, Wall Street Journal and on Amazon.com. Fortune magazine chose Tell to Win as one of their "5 Business Books You Can ...

Tell to Win - #1 New York Times Best Seller | PeterGuber.com

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Why Peter Guber's Book Tell to Win Is a Game Changer. 03/01/2011 01:07 pm ET Updated May 25, 2011. I've known and loved Peter Guber for many years, but that isn't the entire story of why I'm so excited about his new book, Tell to Win: Connect, Persuade and Triumph with the Hidden Power of Story. In fact, not only do I share his passionate belief in the power of narrative, I've based my entire career on it.

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Buy Tell to Win: Connect, Persuade and Triumph with the Hidden Power of Story Main by Guber, Peter (ISBN: 9781846685576) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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