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In an age where robots and automation are displacing humans in nearly every function, one human skill remains irreplaceable: storytelling. In *The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch on and Others Don't* (St. Martin's Press), bestselling author and communication expert Carmine Gallo explains why storytelling and its power to build emotional connections is increasingly valued in today's workforce and is helping brands change hearts and minds.

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The New York Times has called a well-told story "a strategic tool with irresistible power" - the proof lies in the success stories of 50 icons, leaders, and legends featured in *The Storyteller's Secret*: entrepreneurs like Richard Branson, Sara Blakely, Elon Musk, Steve Jobs, and Sheryl Sandberg; spellbinding speakers like Dr. Martin Luther King, Jr., Bryan Stevenson, and Malala Yousafzai; and business leaders behind famous brands such as Starbucks, Southwest Airlines, Wynn Resorts, Whole ...

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The Storyteller's Secret: From TED Speakers to Business ...

In his hugely attended Talk Like TED events, bestselling author and communications guru Carmine Gallo found, again and again, that audiences wanted to discover the keys to telling a powerful story. The Storyteller's Secret unlocks the answer in fifty lessons from visionary leaders - each of whom cites storytelling as a crucial ingredient in success. A good story can spark action and passion; it can revolutionize the way people think and spur them to chase their dreams.

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He then explains that The Storyteller's Secret "is about the stories you tell to advance your career, build a company, pitch an idea, and to take your dreams from imagination to reality...In these pages I will introduce you to some of the greatest brand storytellers of our time: Richard Branson, Howard Schultz, Sheryl Sandberg, Joel Osteen, Herb Kelleher, Gary Vaynerchuk, Mark Burnett, Oprah Winfrey, Elon Musk, Steve Wynn, and Steve Jobs...Many of the people in this book have given TED ...

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The Storyteller's Secret: From TED Speakers to Business ...

I loved Carmine Gallo's book Talk like TED, in which he analyzed what made the most successful TED speakers so great. One key element he discovered was that they were great storytellers. The Storyteller's Secret is the follow up book, which delves deeper into why stories work and how you can use them to great success.

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Radical transformation can occur in an instant, with a single sentence; The Storyteller's Secret lets you craft your most powerful delivery ever. In The Storyteller's Secret, Gallo offers lessons from a range of visionary leaders, each of whom cites storytelling as a crucial ingredient in success. A good story can spark action and passion; it can revolutionize the way people think and spur them to chase their dreams.

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powerful delivery ever. In *The Storyteller's Secret*, Gallo offers lessons from a range of visionary leaders, each of whom cites storytelling as a crucial ingredient in success.

The Storyteller's Secret: From TED Speakers to Business ...

Film and TV writer/director, JJ Abrams, staunchly believes that “mystery is the catalyst for imagination.” In this TED talk, Abrams opens up about how his fascination with the mysterious has been the driving force behind his storytelling.

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3 TED Talks That Uncover the Secrets of Storytelling

He then explains that The Storyteller's Secret "is about the stories you tell to advance your career, build a company, pitch an idea, and to take your dreams from imagination to reality...In these pages I will introduce you to some of the greatest brand storytellers of our time: Richard Branson, Howard Schultz, Sheryl Sandberg, Joel Osteen, Herb Kelleher, Gary Vaynerchuk, Mark Burnett, Oprah Winfrey, Elon Musk, Steve Wynn, and Steve Jobs...Many of the people in this book

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