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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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Storynomics: Story-Driven Marketing in the Post-Advertising World by Robert Mckee at AbeBooks.co.uk - ISBN 10: 1538727935 - ISBN 13: 9781538727935 - Hachette USA - 2018 - Hardcover

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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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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. Drawing on the experiences gained with his Storynomics seminars, Robert McKee - author of Story: Substance, Structure, Style and the Principles of Screenwriting and Dialogue: The Art of Verbal Action for Page, Stage and Screen ...

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