

Leggere Manuale Di Storytelling Ebook Gratuito PDF/EPUB/mobi - Andrea Fontana



leggere Manuale di Storytelling Ebook gratuito PDF/EPUB/mobi Andrea Fontana , Che cosa fa una impresa per lanciare un prodotto nei mercati saturi? Racconta una storia. Che cosa facciamo quando andiamo a un colloquio di lavoro? Raccontiamo storie. Che cosa fanno i dipendenti nelle aziende per riconoscersi in una identità d'impresa? Si raccontano storie. La nostra vita quotidiana è costantemente avvolta da una rete narrativa che filtra le nostre percezioni, stimola i nostri pensieri, evoca le nostre emozioni, eccita i nostri sensi, determinando azioni di adesione e acquisto. Questo manuale descrive lo storytelling e mostra come imparare a utilizzarlo in modo chiaro e operativo. Presenta le ragioni e le possibili applicazioni di questo strumento per raggiungere gli obiettivi aziendali e di profitto: l'affermare identità e vision d'impresa l gestire il brand e la comunicazione interna ed esterna l formare e sviluppare il personale l potenziare il design di prodotto, la pubblicità e l'esperienza del cliente. I principi teorici enunciati nel manuale vengono resi comprensibili e traducibili sul piano operativo grazie allo studio di alcune importanti realtà

aziendali del mercato italiano, tra cui Vodafone, Autostrade, Costa Crociere, Zambon Group e Schneider Electric.

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