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Lire des ebooks Comment concevoir un bon storytelling ? Nicolas Martin PDF, ePub, mobi, Un guide pratique et accessible pour apprendre les essentiels du storytelling

Le storytelling, cette technique de narration principalement appliquée à la politique et à la communication d'entreprise, n'a pas encore fini de faire parler de lui, vu les nouvelles possibilités qu'il offre, en matière de marketing notamment. Mais si tout le monde connaît le mot, bien peu comprennent les arcanes de son succès. Car la conception d'un bon storytelling se doit de respecter certains principes indispensables pour devenir un outil de communication efficace...

Ce livre vous aidera à :

- Déterminer le type d'histoire dont vous avez besoin
- Construire un récit envoûtant
- Trouver le média adapté pour diffuser votre storytelling
- Et bien plus encore !

Le mot de l'éditeur :

« Dans ce numéro de la série "50MINUTES | Coaching pro", Nicolas Martin nous dévoile de manière concise les secrets d'un storytelling réussi. À travers son texte, le lecteur découvre les erreurs à éviter et les règles à appliquer pour construire un récit qui touche et qui convainc, quel que soit le message que l'on souhaite communiquer. » Laure Delacroix

À PROPOS DE LA SÉRIE 50MINUTES | Coaching pro

La série « Coaching pro » de la collection « 50MINUTES » s'adresse à tous ceux qui, en période de transition ou non, désirent acquérir de nouvelles compétences, réagir face à une situation qui les incommode, ou tout simplement réévaluer leur équilibre de travail. Dans un style simple et dynamique, nos auteurs combinent de la théorie, des pistes de réflexion, des exemples concrets et des exercices pratiques pour permettre à chacun d'avancer sur le chemin de l'épanouissement professionnel.

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If you realize your comment concevoir un bon storytelling ? so overwhelming, you are able to go ahead and take instructions or guides in the manual individually. Select a special feature you wish to give attention to, browse the manual thoroughly, bring your product and execute what the manual is hinting to complete. Understand what the feature does, using it, and don't go jumping to a different cool feature till you have fully explored the actual one. Working through your owner's manual by doing this assists you to learn everything concerning your digital product the best and most convenient way. By ignoring your digital product manual and not reading it, you limit yourself in taking advantage of your product's features. When you have lost your owner's manual, look at product instructions for downloadable manuals in PDF

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