



Storytelling: Branding in Practice

Klaus Fog, Christian Budtz, Baris Yakaboylu

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As a concept, storytelling has won a decisive foothold in the debate on how brands of the future will be shaped. Yet, companies are still confused as to how and why storytelling can make a difference to their business. What is the point of telling stories anyway? What makes a good story? And how do you go about telling it so that it supports the company brand? This book is written for practitioners by practitioners. Through real life examples, simple guidelines and practical tools, the book aims to inspire companies to use storytelling as a means of building their brand - internally as well as externally.

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