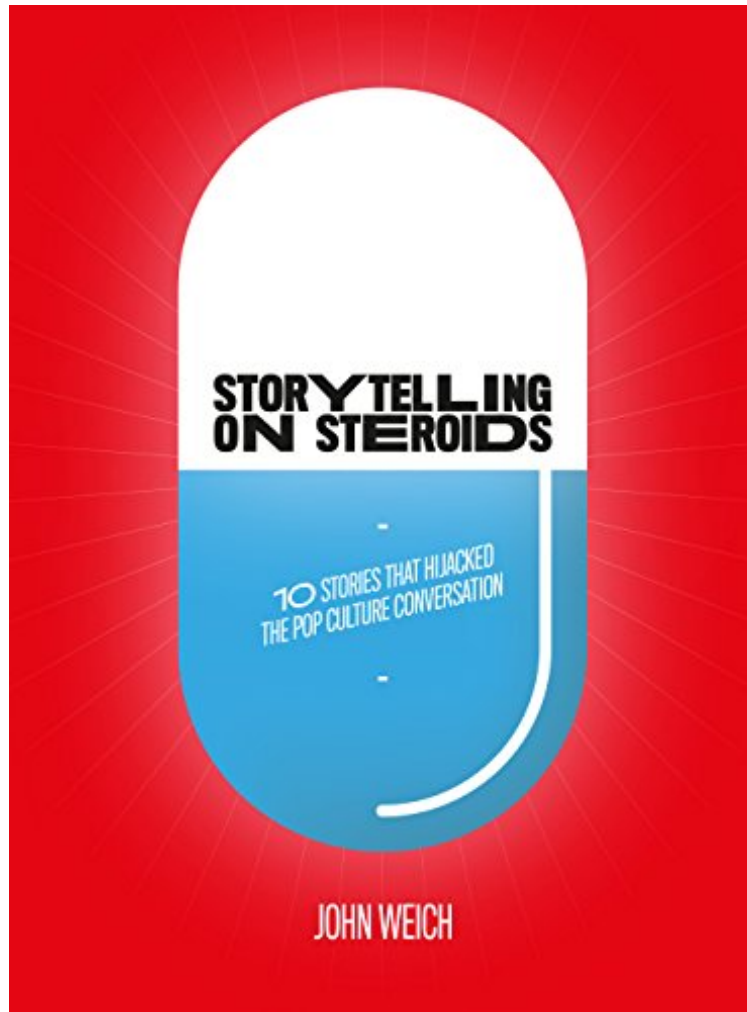


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## **Storytelling on Steroids: 10 stories that hijacked the cultural conversation**

*John Weich*

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0 of 0 people found the following review helpful. This a caution, not a review (I've only just ...By PaulThis a caution, not a review (I've only just started the book, so my star rating is only there because I can't post a comment without it). TO THOSE WHO WANT TO READ THIS ON KINDLE: The formatting of the book means that any chapter that's illustrated by a wood-cut design (which I believe are the "10 stories" referred to in the subtitle) isn't visible on a Kindle device; it must be printed in reverse text or something in the print version, and no one has realized this and reformatted for the Kindle edition. The only way I could read the content is by highlighting the text, and that only worked on my

iPad, not on the Mac desktop version of the app. Buyer beware. 0 of 0 people found the following review helpful. 5 stars  
By A mom Exactly as the title suggests...great read!

Storytelling is pop culture's weapon of choice to connect, engage and ultimately convince. Every TV ad a compelling movie? Every Facebook post a contagious piece of content? Every infographic a work of art? Yes, please. Tell me where to sign up! Right now, this very minute, a junior copywriter is adding "storyteller" to his Facebook profile. There is a gaming developer doing the same on LinkedIn. A PR agent is casually including "teller of stories" in his Twitter bio. Graphic designers, journalists, editors, broadcasters, coders, model makers, set designers, ginormous brands, ocean explorers, astronauts, schoolteachers, CEOs, marketing directors, creative consultants and trend watchers are peppering their websites, blogs and email signatures with the word "storytelling." In *Storytelling on Steroids*, editor and adman John Weich finds out why. Where did all this storytelling come from? Why are so many professionals suddenly so eager to spread the storytelling gospel? And who blazed the trail for an Age of Storytelling in mainstream communication? In his compact, fast-moving book, Weich explores the iconic brands, cultural movements and social technologies that have contributed most to storytelling's rise in mainstream creativity and communication. Along the way, he calls out countless pop culture darlings to make his case: Batman, Banksy, Tomb Raider, TED Talks, Radiohead, Jay-Z, BMW and New York Times infographics. He even raves about a powerful little campaign about the worst hotel in the world. What we're experiencing isn't a radical new movement but a storytelling renaissance, one fueled by addictive technologies, the abundance of choice and hellip; you! You and the billion others engaged in the most massive and shamelessly personal storytelling experiment in the history of humankind: social media.

"Need to enhance your brand's performance? Take this steroid."-Rob Schwartz, Global Creative President TBWA Worldwide  
"Storytelling on Steroids will give even the most ad-hardened civilians a great insight into how the modern world works."- Wallpaper magazine  
"John Weich has written an exceptionally well crafted book that delves into the motivation, craft, timing, culture, mechanics and myths of modern storytelling. By drilling down into specific case studies, he's provided insight to inspire rather than a roadmap to mindlessly follow. A must read for those looking to create and connect in this space."- Susan Bonds, CEO Founder, 42 Entertainment