

Storynomics

#1 Wall Street Journal Bestseller Instant New York Times Bestseller A game-changing approach to marketing, sales, and advertising. Seth Godin has taught and inspired millions of entrepreneurs, marketers, leaders, and fans from all walks of life, via his blog, online courses, lectures, and bestselling books. He is the inventor of countless ideas that have made their way into mainstream business language, from Permission Marketing to Purple Cow to Tribes to The Dip. Now, for the first time, Godin offers the core of his marketing wisdom in one compact, accessible, timeless package. This is Marketing shows you how to do work you're proud of, whether you're a tech startup founder, a small business owner, or part of a large corporation. Great marketers don't use consumers to solve their company's problem; they use marketing to solve other people's problems. Their tactics rely on empathy, connection, and emotional labor instead of attention-stealing ads and spammy email funnels. No matter what your product or service, this book will help you reframe how it's presented to the world, in order to meaningfully connect with people who want it. Seth employs his signature blend of insight, observation, and memorable examples to teach you: * How to build trust and permission with your target market. * The art of positioning--deciding not only who it's for, but who it's not for. * Why the best way to achieve your goals is to help others become who they want to be. * Why the old approaches to advertising and branding no longer work. * The surprising role of tension in any decision to buy (or not). * How marketing is at its core about the stories we tell ourselves about our social status. You can do work that matters for people who care. This book shows you the way.

"A terrific and timely book that makes a compelling case for fundamentally rethinking how your business communicates. Recommended!" —Jay Baer, founder of Convince & Convert and author of Hug Your Haters "Once upon a time, storytelling was confused with talking at people. Not anymore. Shane and Joe are your narrators in a journey that will transform how you talk to other human beings to be more believable, relevant, compelling and unforgettable." —Brian Solis, experience architect, digital anthropologist, best-selling author "Shane Snow and Joe Lazauskas spend the overwhelming majority of their time thinking, writing, and theorizing about brand storytelling - so you don't have to. They're smart and they know this topic inside out (and sideways). Read their book. While I can't guarantee you'll rise to Shane and Joe's ridiculously obsessive level, you will be infinitely better prepared to tell your own brand's story. Promise!" —Rebecca Lieb, Analyst, Author & Advisor "The Contently team understands the power of story, and how to craft and spread a great narrative, like no other. In an era where brand, design, and mission are a competitive advantage for every business, Contently underscores the importance of stories and how they transform companies and industries." —Scott Belsky, Entrepreneur, Investor, & Author (Founder of Behance, bestselling author of Making Ideas

Happen) "I can't think of a better way to illustrate the power of story telling than by telling great stories. This book should be required reading not just by those with content in their titles, but by anyone in Marketing AND Sales. Then, when you're done, give it to your CEO to read... but make sure you get it back, because I guarantee you'll refer to it more than once." —Shawna Dennis, Senior Marketing Leader "Neuroscience, algorithms, illustrations, personal anecdotes and good, old-fashioned empathy: This entertaining and informative tome journeys to the core of how we communicate and pushes us, as marketers and humans, to do it better, "speeding the reader through and leaving us wanting more." —Ann Hynek, VP of global content marketing at Morgan Stanley Transform your business through the power of storytelling. Content strategists Joe Lazauskas and Shane Snow offer an insider's guide to transforming your business—and all the relationships that matter to it—through the art and science of telling great stories. Smart businesses today understand the need to use stories to better connect with the people they care about. But few know how to do it well. In *The Storytelling Edge*, the strategy minds behind Contently, the world renowned content marketing technology company, reveal their secrets that have helped award-winning brands to build relationships with millions of advocates and customers. Join as they dive into the neuroscience of storytelling, the elements of powerful stories, and methodologies to grow businesses through engaging and accountable content. With *The Storytelling Edge* you will discover how leaders and workers can craft the powerful stories that not only build brands and engage customers, but also build relationships and make people care—in work and in life. New York Times bestselling author Donald Miller uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides readers with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services. Building a StoryBrand does this by teaching readers the seven universal story points all humans respond to; the real reason customers make purchases; how to simplify a brand message so people understand it; and how to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

The long-awaited third volume of Robert McKee's trilogy on the art of fiction. Following up his perennially bestselling writers' guide *Story* and his inspiring exploration of the art of verbal action in *Dialogue*, the most sought-after expert in the storytelling brings his insights to the creation of compelling characters and the

design of their casts. CHARACTER explores the design of a character universe: The dimensionality, complexity and arcing of a protagonist, the invention of orbiting major characters, all encircled by a cast of service and supporting roles. There's a new truth in B2B marketing: if you want to move products, you need to move minds. Most companies suffer from a delusion, and it's this: that buyers always make decisions in a rational, logical, and economic way. The result is a slew of features-driven B2B marketing that few people really care about. In recent years B2B customers have evolved. They don't just want to buy from businesses anymore, they want to buy into them. The problem is too few B2B companies realize this. They continue with the same product-centric marketing that increases revenue by a percentage point here and there. It seems safe but it's dangerously short-sighted, because it doesn't deliver the transformational and long-term growth that makes businesses category leaders. It's even more important to address this issue at such a critical and delicate moment in the world economy. Marketing leaders require strategies that have an exponential, rather than an incremental, effect on brand, marketing and sales, and to implement them they need the new super-skills this book teaches. This involves establishing a core purpose, shifting the focus from products to people, from features to feelings and from messaging to storytelling, acknowledging that neuro science has proved that people buy on emotion and justify with fact. In other words, it requires a completely different mindset to the one that's prevalent right now, one that we call 'Humanizing B2B'.

The compelling, tragic and often bizarre life stories of history's famous and infamous assassins, now collected in one comprehensive, easy-to-use volume. The names are well-known, but how much do you know about the inner lives of John Hinckley Jr., who shot Ronald Reagan in a misguided attempt to impress actress Jodie Foster, or Mark David Chapman, who, after shooting John Lennon, sat down on the sidewalk to continue reading *The Catcher in the Rye*? And what about the world's not-so-famous assassins? Find out what happened when Carlito Dimahilig attacked Imelda Marcos with a bolo knife (and how one of her many famous pairs of shoes came into play!), or why Max Hödel could be considered one of the least successful assassins in history. With breadth of study and a keen eye for detail, George Fetherling has compiled a fascinating and very readable compendium -- the first of its kind -- of more than 200 biographies of assassins from all periods and countries, for the scholar and general reader alike. Fetherling also provides an overview of the history of assassination, outlines the five psychological types of assassins and gives a run-down of the most useful literature in the field. Ideal for students, historians, history buffs, psychologists and readers interested in biography and true crime, this book is a must have window into the lives of those who have drastically shaped the history of our world.

Every industry around the globe is being completely disrupted. Stalwart brands are losing market share to upstarts that capture our collective consciousness.

Trillions of dollars are at stake. Brands know a new approach is needed. But most don't realize the strategic underpinnings need to change. Great brands are no longer built through interruptive advertisements. Friction argues that brands don't simply need clever messages or new, shiny technologies. They need a fundamental change in strategy. Friction provides a system for embracing transparency, engaging audiences, creating evangelists, and unleashing unprecedented growth. The authors of Friction have worked on some of the industry's most innovative assignments for the world's most successful brands. This groundbreaking book reveals how corporations can divorce themselves from legacy business models to create a passion brand. A brand that breaks its addiction to traditional advertising. A brand that empowers its customers. A brand that dominates the competition.

Estamos hechos de relatos y, hoy más que nunca, aprender a transmitirlos es la vía más efectiva para entusiasmar y atrapar la atención del público. Este libro reúne el talento de dos genios en el tema. Robert McKee es el gurú del guionismo. Reconocidos dramaturgos, escritores y directores creativos —entre ellos las mentes maestras detrás de *Breaking Bad*, *The Crown* o *El lobo de Wall Street*— han tomado el seminario de este autor del que se desprende *El guion*, la biblia para quien desee contar una gran anécdota con maestría. En *Storynomics*, McKee se une a Tom Gerace, experto en marketing digital, quien ha asesorado con éxito a organizaciones como Samsung, Microsoft, Nike, IBM y Phillips. Basados en estrategias de storytelling y estudios de mercado, los autores crearon el concepto storynomics: el arte de vender a través de contar una historia contundente. No importa si se trata de anuncios en redes, una publicación periodística o la campaña de algún producto, si eres un creador de contenido, la clave son las historias. McKee y Gerace trazan el camino para ir más allá del rápido declive de la publicidad tradicional y su método ofrece resultados que superan el impacto de cualquier anuncio. ¿Cómo se conectan las audiencias con los creadores de contenido hoy? Los autores tienen la respuesta

This book might well have carried the subtitle *Or 44 Years in the Copy Department* instead of its present one. Even a copywriter, whose breed is not noteworthy for arithmetical prowess, could not escape arriving at the conclusion that the number of years from 1917 to 1961 totals forty-four. And, Heaven help me!, for that seeming aeon of time the major interest of the author has been advertising copy— good, bad, and indifferent. That a large measure of this past experience has been associated with a particularly demanding kind of advertising copy may, as will be explained, be an advantageous circumstance for the reader of this book, regardless of what type of copywriting job confronts him. For the subject of the book is not the writing of mail-order copy. Its sole purpose is to lend a hand to any copywriter (or student of copy-writing) whose ambition is to create advertisements which are more resultful, no matter what the product is or how and where it is sold. As to why the author's background of experience may represent an advantageous circumstance for such copywriters, I will leave to an

infinitely more capable pen than mine—that of no less an authority than Claude G. Hopkins, one of the greatest copywriters of “general” advertising who ever lived: “Mail-order advertising is difficult. But it is educational. It keeps one on his mettle. It fixes one’s viewpoint on cost and result. The advertising-writer learns more from mail-order advertising than from any other.” Therefore, if you are looking for guidance specifically concerned with the writing of mail-order advertising, this is not your book. On the other hand, if in the writing of any type of advertising you want more of your copy to achieve the selling effectiveness imperative for any mail-order man who wants to continue eating heartily, this book may prove helpful to you. At any rate, you are the person for whom it was written. Much of its information will probably recall to your mind the aphorism, “We need not so much to be instructed as to be reminded.” And that’s all to the good. Finally, and appertaining to the passages which are reminiscent in nature, the author has tried to avoid any necessity for later having to admit, like Mark Twain, that “When I was very young I could remember anything, whether it happened or not. But now I am older and I can only remember the latter.” Victor O. Schwab

The former CEO and Chairman of Nasdaq shares insights and lessons learned from one of the world's largest stock exchanges, detailing the company's transformation from a fledgling U.S. equities market to a global financial technology company. During 2003, the U.S. economy was described by one economist as "nervous, anxious, and waiting." In December the Dow had topped 10,000 for the first time in a year and a half, and at year's end the markets were up for the first time since 1999. But in the same year, American troops had moved into Iraq, and corporate boards were cutting CEOs at the slightest signs of trouble. Amidst this turmoil Robert Greifeld, a former tech entrepreneur from outside the Wall Street bubble, became CEO of Nasdaq, a position he would hold for the next thirteen years. He saw the company through one of the most mercurial economic periods in history: the Bernie Madoff mega-scandal; Facebook's tumultuous and disastrous IPO; Hurricane Sandy's disruption of the world's financial hub; the implosion of America's housing market and the global economic crash that followed, from which we have yet to fully recover. In *Market Mover*, Bob will write a first-hand account of the most critical moments of his career, with each chapter focusing on a headline-making event and ending with a prescriptive takeaway to impart to his readers. Now Bob, who stepped aside as Nasdaq's CEO at the end of 2016, is eager to look back at more than a decade of transformational change that occurred on his watch in order to share his insights and lessons with business readers.

In the tradition of Phil Knight's *Shoe Dog* comes the incredible untold story of how Netflix went from concept to company—all revealed by co-founder and first CEO Marc Randolph. Once upon a time, brick-and-mortar video stores were king. Late fees were ubiquitous, video-streaming unheard of, and widespread DVD adoption seemed about as imminent as flying cars. Indeed, these were the widely accepted laws of the land in 1997, when Marc Randolph

had an idea. It was a simple thought-leveraging the internet to rent movies-and was just one of many more and far worse proposals, like personalized baseball bats and a shampoo delivery service, that Randolph would pitch to his business partner, Reed Hastings, on their commute to work each morning. But Hastings was intrigued, and the pair-with Hastings as the primary investor and Randolph as the CEO-founded a company. Now with over 150 million subscribers, Netflix's triumph feels inevitable, but the twenty first century's most disruptive start up began with few believers and calamity at every turn. From having to pitch his own mother on being an early investor, to the motel conference room that served as a first office, to server crashes on launch day, to the now-infamous meeting when Netflix brass pitched Blockbuster to acquire them, Marc Randolph's transformational journey exemplifies how anyone with grit, gut instincts and determination can change the world-even with an idea that many think will never work. What emerges, though, isn't just the inside story of one of the world's most iconic companies. Full of counter-intuitive concepts and written in binge-worthy prose, it answers some of our most fundamental questions about taking that leap of faith in business or in life: How do you begin? How do you weather disappointment and failure? How do you deal with success? What even is success? From idea generation to team building to knowing when it's time to let go, *That Will Never Work* is not only the ultimate follow-your-dreams parable, but also one of the most dramatic and insightful entrepreneurial stories of our time. "This is the most important book on Silicon Valley I've read in two decades. It will take us all back to our roots in the counterculture, and will remind us of the true nature of the innovation process, before we tried to tame it with slogans and buzzwords." -- Po Bronson, #1 New York Times bestselling author of *The Nudist on the Late Shift* and *Nurtureshock* A candid, colorful, and comprehensive oral history that reveals the secrets of Silicon Valley -- from the origins of Apple and Atari to the present day clashes of Google and Facebook, and all the start-ups and disruptions that happened along the way. Rarely has one economy asserted itself as swiftly--and as aggressively--as the entity we now know as Silicon Valley. Built with a seemingly permanent culture of reinvention, Silicon Valley does not fight change; it embraces it, and now powers the American economy and global innovation. So how did this omnipotent and ever-morphing place come to be? It was not by planning. It was, like many an empire before it, part luck, part timing, and part ambition. And part pure, unbridled genius... Drawing on over two hundred in-depth interviews, *Valley of Genius* takes readers from the dawn of the personal computer and the internet, through the heyday of the web, up to the very moment when our current technological reality was invented. It interweaves accounts of invention and betrayal, overnight success and underground exploits, to tell the story of Silicon Valley like it has never been told before. Read it to discover the stories that Valley insiders tell each other: the tall tales that are all, improbably, true.

What do Howard Hughes and 50 Cent have in common, and what do they tell us

about Americans and our desires? Why did Sean Connery stop wearing a toupee, and what does this tell us about American customers for any product? What one thing did the Beatles, Malcolm Gladwell and Nike all notice about Americans that helped them win us over? Which uniquely American traits may explain the plights of Krispy Kreme, Ford, and GM, and the risks faced by Starbucks? Why, after every other plea failed, did "Click It or Ticket" get people to buy the idea of fastening their seat belts? To paraphrase Don Draper's character on the hit show *Mad Men*, "What do people want?" What is the new American psyche, and how do America's shrewdest marketers tap it? Drawing from dozens of disciplines, the internationally acclaimed marketing expert Harry Beckwith answers these questions with some surprising, even startling, truths and discoveries about what motivates us.

The Economist: Marketing for Growth is a guide to how marketing can and should become a business's most important driver of growth. Marketers play a crucial role in generating revenue, and they can play an equally important role in how revenues translate into profit. They can help a company achieve growth by being smarter or more efficient than its competitors, and do so in a sustainable way. Marketers have their ear to the ground and therefore are often the first to pick up on changing customer needs and behavior, and the forces at play in markets. This informs the development and improvement of products, processes and standard of service. The book explores how to identify the most valuable customers, the most effective ways to drive revenue growth, and the best ways to improve profitability. It combines insight and practical guidance, and is supported by a wealth of hard data and anecdotal evidence from a wide range of business in Britain, America, Europe and Asia, including Amazon, China Mobile, Dove, Goldman Sachs, Haier, ING Direct, Lenovo, Mini, Procter & Gamble, Red Bull, Target, Twitter, Virgin and Zara.

P. T. Barnum, the great American showman of the 19th century, wrote this short book about making and keeping money. He certainly had life experiences that qualify him for the subject--he started a small newspaper in his twenties, bought and transformed a museum into a showplace for curiosities, built a circus empire that gave performances in America and Europe, promoted a performing tour of a singer, fell into debt in the 1850s and pulled himself out by lecture tours, was a mayor, and founded a hospital. Excerpts: "Those who really desire to attain an independence, have only to set their minds upon it, and adopt the proper means, as they do in regard to any other object which they wish to accomplish, and the thing is easily done. But however easy it may be found to make money, I have no doubt many of my hearers will agree it is the most difficult thing in the world to keep it. ... True economy consists in always making the income exceed the out-go." "Unless a man enters upon the vocation intended for him by nature, and best suited to his peculiar genius, he cannot succeed. I am glad to believe that the majority of persons do find their right vocation. Yet we see many who have mistaken their calling..." His advice is indicated by the chapter titles: DON'T

MISTAKE YOUR VOCATION, SELECT THE RIGHT LOCATION, AVOID DEBT, PERSEVERE, WHATEVER YOU DO, DO IT WITH ALL YOUR MIGHT, USE THE BEST TOOLS, DON'T GET ABOVE YOUR BUSINESS, LEARN SOMETHING USEFUL, LET HOPE PREDOMINATE, BUT BE NOT TOO VISIONARY, DO NOT SCATTER YOUR POWERS, BE SYSTEMATIC, READ THE NEWSPAPERS, BEWARE OF "OUTSIDE OPERATIONS", DON'T INDORSE WITHOUT SECURITY, ADVERTISE YOUR BUSINESS, "DON'T READ THE OTHER SIDE", BE POLITE AND KIND TO YOUR CUSTOMERS, BE CHARITABLE, DON'T BLAB, PRESERVE YOUR INTEGRITY.

In an age when scandal can destroy a company's brand or anyone's reputation in an instant -- Glass Jaw is an Art of War guide to modern crisis management. In boxing terms, a tough-looking fighter who can't take a punch is said to have a "glass jaw," and so it is these days with targets of controversy. Down the rabbit hole of scandal, the weak are strong and the strong are weak. Just consider this slate of recent reputational body blows: Toyota, Susan G. Komen, Paula Deen, Tiger Woods, Joe Paterno, BP, the Duke Lacrosse players, Lance Armstrong, and Anthony Weiner. Glass Jaw is a manifesto for these times, written by crisis management veteran Eric Dezenhall, who has spent three decades dealing with some of the most intense controversies, both known and . . . handled with discretion. In the current digital age, the fundamental nature of controversy is viral, rendering once-mighty organizations and individuals powerless against scandal. In Glass Jaw, Dezenhall analyzes scandal and demystifies the paper tiger "spin" industry, offering lessons, corrective measures, and counterintuitive insights, such as: How there really is no "getting ahead" of a bad story (and other cliches from the media) The perils of navigating the "Fiasco Vortex" The art (and transaction) of the public apology Why a crisis is not an opportunity The Nixon Fallacy: if only he had just said "I screwed up," the whole thing would have gone away (not a chance) How you are the enemy: the self-sabotage of selfies, tweets, emailing before thinking, technology creep, the privacy vacuum, and the industrialization of leaking. From the boardroom to the parenting messaging board, scandals erupt every day. Glass Jaw explains this changing nature of controversy and offers readers counterpunches to best protect themselves. Trying to get your message heard? Build an iconic brand? Welcome to the battlefield. The story wars are all around us. They are the struggle to be heard in a world of media noise and clamor. Today, most brand messages and mass appeals for causes are drowned out before they even reach us. But a few consistently break through the din, using the only tool that has ever moved minds and changed behavior—great stories. With insights from mythology, advertising history, evolutionary biology, and psychology, viral storyteller and advertising expert Jonah Sachs takes readers into a fascinating world of seemingly insurmountable challenges and enormous opportunity. You'll discover how:

- Social media tools are driving a return to the oral tradition, in which stories that matter rise above the fray
- Marketers have become today's mythmakers, providing society with explanation, meaning, and ritual
- Memorable stories based on timeless themes build legions of eager evangelists
- Marketers and audiences can

work together to create deeper meaning and stronger partnerships in building a better world • Brands like Old Spice, The Story of Stuff, Nike, the Tea Party, and Occupy Wall Street created and sustained massive viral buzz Winning the Story Wars is a call to arms for business communicators to cast aside broken traditions and join a revolution to build the iconic brands of the future. It puts marketers in the role of heroes with a chance to transform not just their craft but the enterprises they represent. After all, success in the story wars doesn't come just from telling great stories, but from learning to live them.

Understanding Media Psychology is the perfect introductory textbook to the growing field of media psychology and its importance in society, summarizing key concepts and theories to provide an overview of topics in the field. Media is present in almost every area of life today, and is an area of study that will only increase in importance as the world becomes ever more interconnected. Written by a team of expert authors, this book will help readers to understand the structures, influences, and theories around media psychology. Covering core areas such as positive media psychology, the effects of gaming, violence, advertising, and pornography, the authors critically engage with contemporary discussions around propaganda, fake news, deepfakes, and the ways media have informed the COVID-19 pandemic. Particular care is also given to addressing the interaction between issues of social justice and the media, as well as the effects media has on both the members of marginalized groups and the way those groups are perceived. A final chapter addresses the nature of the field moving forward, and how it will continue to interact with closely related areas of study. Containing a range of pedagogical features throughout to aid teaching and student learning, including vocabulary and key terms, discussion questions, and boxed examples, this is an essential resource for media psychology courses at the undergraduate and introductory master's level globally.

We all want people to do stuff. Whether you want your customers to buy from you, vendors to give you a good deal, your employees to take more initiative, or your spouse to make dinner—a large amount of everyday is about getting the people around you to do stuff. Instead of using your usual tactics that sometimes work and sometimes don't, what if you could harness the power of psychology and brain science to motivate people to do the stuff you want them to do - even getting people to want to do the stuff you want them to do. In this book you'll learn the 7 drives that motivate people: The Desire For Mastery, The Need To Belong, The Power of Stories, Carrots and Sticks, Instincts, Habits, and Tricks Of The Mind. For each of the 7 drives behavioral psychologist Dr. Susan Weinschenk describes the research behind each drive, and then offers specific strategies to use. Here's just a few things you will learn: The more choices people have the more regret they feel about the choice they pick. If you want people to feel less regret then offer them fewer choices. If you are going to use a reward, give the reward continuously at first, and then switch to giving a reward only sometimes. If you want people to act independently, then make a reference to money, BUT if you want people to work with others or help others, then make sure you DON'T refer to money. If you want people to remember something, make sure it is at the beginning or end of your book, presentation, or meeting. Things in the middle are more easily forgotten. If you are using feedback to increase the desire for mastery keep the feedback objective, and don't include praise.

A five-time Moth GrandSLAM winner and bestselling novelist shows how to tell a great story — and why doing so matters. Whether we realize it or not, we are always telling stories. On a first date or job interview, at a sales presentation or therapy appointment, with family or friends, we are constantly narrating events and interpreting emotions and actions. In this compelling book, storyteller extraordinaire Matthew Dicks presents wonderfully straightforward and engaging tips and techniques for constructing, telling, and polishing stories that will hold the attention of your audience (no matter how big or small). He shows that anyone can learn to be an appealing storyteller, that everyone has something “storyworthy” to express, and, perhaps most important, that the act of creating and telling a tale is a powerful way of understanding and enhancing your own life.

Distill 100%—Usable Max-Profit Knowledge from Your Digital Data. Do It Now! Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why! Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, and all of the data is accessible to you. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing! •

Prioritize—because you can't measure, listen to, and analyze everything • Use analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors • Measure real social media ROI: sales, leads, and customer satisfaction • Track the performance of all paid, earned, and owned social media channels • Leverage “listening data” way beyond PR and marketing: for strategic planning, product development, and HR • Start optimizing web and social content in real time • Implement advanced tools, processes, and algorithms for accurately measuring influence • Integrate paid and social data to drive more value from both • Make the most of surveys, focus groups, and offline research synergies • Focus new marketing and social media investments where they'll deliver the most value Foreword by Scott Monty Global Head of Social Media, Ford Motor Company

Famous for her avant-garde outfits, over-the-top performances, and addictive dance beats, Lady Gaga is one of the most successful pop musicians of all time. But behind her showmanship lies another achievement: her wildly successful strategy for attracting and keeping insanely loyal fans. She's one of the most popular social media voices in the world with more than 33 million Twitter followers and 55 million Facebook fans. And she got there by methodically building a grassroots base of what she calls her "Little Monsters" - passionate fans who look to her not just for music but also for joy, inspiration, and a sense of community.

Engage on a deeper level by disrupting the typical business development script Authentic Marketing offers a forward-thinking approach to achieving an entirely new level of engagement with today's purpose-driven and skeptical audiences. The heart of this process involves finding the soul of your organization. When moral purpose becomes central to your organization, it can deliver benefits to both the bottom line and mankind: a profit meets purpose proposition. This path requires a reinvention of today's dated business model, abolishing the inefficient, siloed approach of developing

a business strategy first and then later creating separate strategies for marketing, HR, manufacturing, R&D, etc. The new integrated model fuses a tight integration of business, technology innovation and engagement strategies, all of which are bound together by a company's moral purpose. When moral purpose is central to an organization's core, everything branches out from a place of authenticity. Rather than a siloed CSR effort, you develop employee and customer relationships based on real—not curated—connections with a brand's moral mission. You build true engagement, trust and evangelism. And, along the way, your customers will actually help to co-create your brand. This book shows you how to transform your business by putting moral purpose to work for your stakeholders and the planet. Embrace a new model that integrates business, technology innovation, and engagement strategies with moral purpose as the glue that binds them together. Learn the key steps to find your moral purpose. Discover how to engage audiences with a transparent, authentic marketing approach that forges powerful connections and builds trust. With a world of options at their fingertips, today's purpose-driven customers want a brand they can identify with and trust. Authentic Marketing shows you how to make your brand more human, more likeable, more genuine and guides you on how to connect with audiences on a moral level. This process will build a new level of engagement that will benefit both your long-term value and the world.

How to use powerful tools to engage customers with your brand. Marketers, technologists, and corporate leaders are looking for ways to more effectively connect consumers with their brand. Storyscapes introduces "storyscaping" as a way to create immersive experiences that solve the challenge of connecting brands and consumers. This book describes a powerful new approach to advertising and marketing for the digital age that involves using stories to design emotional and transactional experiences for customers, both online and offline. Each connection inspires engagement with another, so the brand becomes part of the customer's story. Authors Gaston Legorburu and Darren McColl explain how marketers can identify and define the core target audience segment, define your brand's purpose, understand the emotional desires of your consumers, and more. Shows how to map how the consumer engages with the category and product/service. Explains how to develop an organizing idea and creative plan for an immersive storyscape experience. Defines the role of marketing channels around the organizing idea. Establishes how technology can be applied to the experience. Learn how to measure, optimize, and evolve the customer experience through the use of strong narratives that compel consumers to buy into your brand. www.storyscaping.com

A page-turning narrative about Marissa Mayer's efforts to remake Yahoo as well as her own rise from Stanford University undergrad to CEO of a \$30 billion corporation by the age of 38. When Yahoo hired star Google executive Mayer to be its CEO in 2012 employees rejoiced. They put posters on the walls throughout Yahoo's California headquarters. On them there was Mayer's face and one word: HOPE. But one year later, Mayer sat in front of those same employees in a huge cafeteria on Yahoo's campus and took the beating of her life. Her hair wet and her tone defensive, Mayer read and answered a series of employee-posed questions challenging the basic elements of her plan. There was anger in the

room and, behind it, a question: Was Mayer actually going to be able to do this thing? **MARISSA MAYER AND THE FIGHT TO SAVE YAHOO!** is the inside story of how Yahoo got into such awful shape in the first place, Marissa Mayer's controversial rise at Google, and her desperate fight to save an Internet icon. In August 2011 hedge fund billionaire Daniel Loeb took a long look at Yahoo and decided to go to war with its management and board of directors. Loeb then bought a 5% stake and began a shareholder activist campaign that would cost the jobs of three CEOs before he finally settled on Google's golden girl Mayer to unlock the value lurking in the company. As Mayer began to remake Yahoo from a content company to a tech company, an internal civil war erupted. In author Nicholas Carlson's capable hands, this riveting book captures Mayer's rise and Yahoo's missteps as a dramatic illustration of what it takes to grab the brass ring in Silicon Valley. And it reveals whether it is possible for a big lumbering tech company to stay relevant in today's rapidly changing business landscape. Getting a public relations campaign or programme off the ground can seem an overwhelming task. But, as with any project, the secret of success lies in good planning and effective management. This fully updated second edition of **Planning and Managing Public Relations Campaigns** provides a blueprint for all practitioners. It describes how to initiate and manage the ongoing development of a programme in a structured way to benefit both the organization and its clients. Practical and easy to read, the book takes the form of a step-by-step guide, covering many vital areas including: the public relations function; starting the planning process; research and analysis; setting objectives; strategy and tactics; timescales and resources; evaluation and review. Packed with numerous case studies, the book demonstrates a 10-point plan for ensuring successful campaigns and programmes. By using the techniques presented here, public relations practitioners will be able to drive events instead of being driven by them. Endorsed by the Institute of Public Relations, **Planning and Managing Public Relations Campaigns** is vital reading for students, practitioners or managers who want a definitive guide to the planning and management process.

Journey into an unseen world—and to the frontiers of human knowledge Welcome to Atom Land, a subatomic realm governed by the laws of particle physics. Here, electromagnetism is a highway system; the strong force, a railway; the weak force, an airline. With award-winning physicist Jon Butterworth as your guide, you'll set sail from Port Electron in search of strange new terrain—from the Isle of Quarks to the very edge of Antimatter. Journey into an unseen world—and to the frontiers of human knowledge.

Practical techniques for applying neuroscience and behavior research to attract new customers **Brainfluence** explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why

consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. Brainfluence offers short, easy-to-digest ideas that can be accessed in any order. Discover ways for brands and products to form emotional bonds with customers Includes ideas for small businesses and non-profits Roger Dooley is the creator and publisher of Neuromarketing, the most popular blog on using brain and behavior research in marketing, advertising, and sales Brainfluence delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.

Based on the hottest, most in-demand seminar offered by the legendary story master Robert McKee -- STORYNOMICS translates the lessons of storytelling in business into economic and leadership success. Robert McKee's popular writing workshops have earned him an international reputation. The list of alumni with Academy Awards and Emmy Awards runs off the page. The cornerstone of his program is his singular book, *Story*, which has defined how we talk about the art of story creation. Now in STORYNOMICS, McKee partners with digital marketing expert and Skyword CEO Tom Gerace to map a path for brands seeking to navigate the rapid decline of interrupt advertising. After successfully guiding organizations as diverse as Samsung, Marriott International, Philips, Microsoft, Nike, IBM, and Siemens to transform their marketing from an ad-centric to story-centric approach, McKee and Gerace now bring this knowledge to business leaders and entrepreneurs alike. Drawing from dozens of story-driven strategies and case studies taken from leading B2B and B2C brands, STORYNOMICS demonstrates how original storytelling delivers results that surpass traditional advertising. How will brands and their customers connect in the future? STORYNOMICS provides the answer.

Mark Penn argues that the biggest trends in America are the Microtrends, the smaller trends that go unnoticed or ignored. One million people can create new market for a business, spark a social movement, or effect political change. In 1996, a microtrend identified by Penn ("soccer moms") was crucial in re-electing President Clinton. With years of experience as one of world's most highly regarded pollsters, Mark Penn identifies the new microtrends sweeping the world:

- *Single women by choice: More often than ever before, they aren't waiting for Mr. Right. They are raising children by themselves and buying their own homes.
- *Splitters: A growing number of middle-class residents are shuttling between two homes, creating new communities and dynamics in the real estate market.
- *Sun Haters: Environmentalists, skin cancer survivors, and parents concerned about the impact the sun is having on our health.
- *Philo-semites: A growing number of people want to date Jewish men and women.
- *Classical Music Dads: Older men who are fathers in their 40's and 50's and taking on a larger role in the nurturing

of their children and becoming an important factor in consumer culture for kids. Penn highlights everything from religion to politics, from leisure pursuits to relationships. MICROTRENDS will take the reader deep into the worlds of polling, targeting, and psychographic analysis, reaching tantalizing conclusions through engaging analysis.

"In Story screenwriting guru Robert McKee presents his powerful and much sought-after knowledge in a comprehensive guide to the essentials of screenwriting and storytelling." -- Methuen.

Use inbound principles to build and strengthen your company's future We're in a major shift in a fundamental aspect of how businesses grow, how buyers purchase, and how businesses build meaningful conversations and customer relationships. Companies who align their mission, strategies, action plans, and tools with the way buyers think, learn, discover, and purchase will have a huge competitive advantage. Organizations need to adjust their mindset and build a strategic foundation to deal with these facts and not just update a business plan. Inbound Organization shows leaders how to build their company's future around Inbound principles and strengthen the structural foundations necessary to deal with the changes in buyer behavior. It explains how and why Inbound ideas and how to create a remarkable customer experience belong in the boardrooms and on the desks of founders, entrepreneurs, business leaders, and anyone who has a responsibility to lead their organizations into the future. • Discover the foundation of inbound principles • Learn how to put ideas into practice today • Read about organizations that successfully apply the principles of Inbound • Keep your business on course to succeed amidst buyer changes Stay ahead of the curve and learn how to use Inbound principles to ensure you're always ahead of the curve.

From one of our most innovative and celebrated authors, the definitive take on the wildest story of the year—the David-vs.-Goliath GameStop short squeeze, a tale of fortunes won and lost overnight that may end up changing Wall Street forever. Bestselling author Ben Mezrich offers a gripping, beat-by-beat account of how a loosely affiliate group of private investors and internet trolls on a subreddit called WallStreetBets took down one of the biggest hedge funds on Wall Street, firing the first shot in a revolution that threatens to upend the establishment. It's the story of financial titans like Gabe Plotkin of hedge fund Melvin Capital, one of the most respected and staid funds on the Street, billionaires like Elon Musk, Steve Cohen, Mark Cuban, Robinhood co-CEOs Vlad Tenev and Baiju Bhatt, and Ken Griffin of Citadel Securities. Over the course of four incredible days, each in their own way must reckon with a formidable force they barely understand, let alone saw coming: everyday men and women on WallStreetBets like nurse Kim Campbell, college student Jeremy Poe, and the enigmatic Keith "RoaringKitty" Gill, whose unfiltered livestream videos captivated a new generation of stock market enthusiasts. The unlikely focus of the battle: GameStop, a flailing brick-and-mortar dinosaur catering to teenagers and outsiders that had somehow held on as the world rapidly moved online. At first, WallStreetBets was a joke—a meme-filled, freewheeling place to share shoot-the-moon investment tips, laugh about big losses, and post diamond hand emojis. Until some members noticed an opportunity in GameStop—and rode a rocket ship to tens of millions of dollars in earnings overnight. In thrilling, pulse-pounding prose, THE ANTISOCIAL NETWORK offers a fascinating, never-before-seen glimpse at the outsize personalities,

dizzying swings, corporate drama, and underestimated American heroes and heroines who captivated the nation during one of the most volatile weeks in financial history. It's the amazing story of what just happened—and where we go from here.

The long-awaited follow-up to the perennially bestselling writers' guide *Story*, from the most sought-after expert in the art of storytelling. Robert McKee's popular writing workshops have earned him an international reputation. The list of alumni with Oscars runs off the page. The cornerstone of his program is his singular book, *Story*, which has defined how we talk about the art of story creation. Now, in *DIALOGUE*, McKee offers the same in-depth analysis for how characters speak on the screen, on the stage, and on the page in believable and engaging ways. From *Macbeth* to *Breaking Bad*, McKee deconstructs key scenes to illustrate the strategies and techniques of dialogue. *DIALOGUE* applies a framework of incisive thinking to instruct the prospective writer on how to craft artful, impactful speech. Famous McKee alumni include Peter Jackson, Jane Campion, Geoffrey Rush, Paul Haggis, the writing team for Pixar, and many others.

Over 60 billion online messages are sent on digital platforms every day, and only a select few succeed in the mad scramble for customer attention. This means that the question for anyone who wants to gain mass exposure for their transformative content, business, or brand or connect with audiences around the globe is no longer if they should use social media but how to best take advantage of the numerous different platforms. How can you make a significant impact in the digital world and stand out among all the noise? Digital strategist and "growth hacker" Brendan Kane has the answer and will show you how—in 30 days or less. A wizard of the social media sphere, Kane has built online platforms for A-listers including Taylor Swift and Rihanna. He's advised brands such as MTV, Skechers, Vice and IKEA on how to establish and grow their digital audience and engagement. Kane has spent his career discovering the best tools to turn any no-name into a top influencer simply by speaking into a camera or publishing a popular blog—and now he'll share his secrets with you. In *One Million Followers*, Kane will teach you how to gain an authentic, dedicated, and diverse online following from scratch; create personal, unique, and valuable content that will engage your core audience; and build a multi-media brand through platforms like Facebook, Instagram, YouTube, Snapchat, and LinkedIn. Featuring in-depth interviews with celebrities, influencers, and marketing experts, including:

- Chris Barton, cofounder and board director of Shazam and former head of Android business development for Google
- Ray Chan, CEO and cofounder of 9GAG
- Julius Dein, internet personality and magician with nearly 16 million Facebook followers
- Mike Jurkovic, Emmy Award-winner and creative director of will.i.am and the Black Eyed Peas
- Phil Ranta, former COO of Studio71 and VP of network at Fullscreen
- Eamonn Carey, managing director at Techstars London
- Jonathan Skogmo, founder and CEO of Jukin Media, Inc.
- Jon Jashni, founder of Raintree Ventures and former president and chief creative officer of Legendary Entertainment

One Million Followers is the ultimate guide to building your worldwide brand and unlocking all the benefits social media has to offer. It's time to stop being a follower and start being a leader.

NEW YORK TIMES BESTSELLER DEALING WITH CHINA takes the reader behind closed doors to witness the creation and evolution and future of China's state-controlled capitalism. Hank Paulson has dealt with China unlike any other foreigner. As head of Goldman Sachs, Paulson had a pivotal role in opening up China to private enterprise. Then, as Treasury secretary, he created the Strategic Economic Dialogue with what is now the world's second-largest economy. He negotiated with China on needed economic reforms, while safeguarding the teetering U.S. financial system. Over his career, Paulson has worked with scores of top Chinese leaders, including Xi Jinping, China's most powerful man in decades. In *DEALING WITH CHINA*, Paulson draws on his unprecedented access to modern China's political and business elite, including its three most recent heads of state, to answer several key questions:

How did China become an economic superpower so quickly? How does business really get done there? What are the best ways for Western business and political leaders to work with, compete with, and benefit from China? How can the U.S. negotiate with and influence China given its authoritarian rule, its massive environmental concerns, and its huge population's unrelenting demands for economic growth and security? Written in the same anecdote-rich, page-turning style as Paulson's bestselling memoir, *On the Brink*, *DEALING WITH CHINA* is certain to become the classic and definitive examination of how to engage China's leaders as they build their economic superpower.

Supercharge your marketing strategy with data analytics In *Data-First Marketing: How to Compete & Win in the Age of Analytics*, distinguished authors Miller and Lim demystify the application of data analytics to marketing in any size business. Digital transformation has created a widening gap between what the CEO and business expect marketing to do and what the CMO and the marketing organization actually deliver. The key to unlocking the true value of marketing is data – from actual buyer behavior to targeting info on social media platforms to marketing's own campaign metrics. Data is the next big battlefield for not just marketers, but also for the business because the judicious application of data analytics will create competitive advantage in the Age of Analytics. Miller and Lim show marketers where to start by leveraging their decades of experience to lay out a step-by-step process to help businesses transform into data-first marketing organizations. The book includes a self-assessment which will help to place your organization on the Data-First Marketing Maturity Model and serve as a guide for which steps you might need to focus on to complete your own transformation. *Data-First Marketing: How to Compete & Win in the Age of Analytics* should be used by CMOs and heads of marketing to institute a data-first approach throughout the marketing organization. Marketing staffers can pick up practical tips for incorporating data in their daily tasks using the Data-First Marketing Campaign Framework. And CEOs or anyone in the C-suite can use this book to see what is possible and then help their marketing teams to use data analytics to increase pipeline, revenue, customer loyalty – anything that drives business growth.

When the market doesn't seem to be growing, you need this guide "for mature companies looking to rejuvenate themselves" in order to keep your business competitive (Publishers Weekly). Though most companies claim to be growth oriented, surprisingly few actually achieve double-digit growth-and over the past 10 years, that percentage has steadily decreased.

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