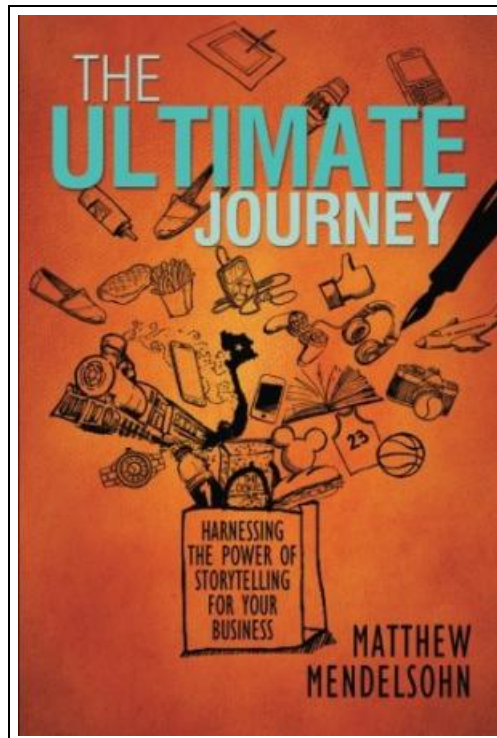


## The Ultimate Journey Harnessing the Power of Storytelling for Your Business



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Paperback. Condition: New. 198 pages. While many marketers believe that communication should be focused on selling the product, author Matthew Mendelsohn argues that truly effective business writing can only happen when communication professional can emotionally connect to triggers that are inherent in their customers. Today's consumer is looking for a deeper insight into how a product can provide them with something that can elevate their sense of self-worth and self-satisfaction. In the past, marketers were only able to use short copywriting and images to communicate these brand stories, leaving the public with only a vague sense of what they were really buying. However, in today's more crowded market with lots of competitors in every segment, the best brands and products have mastered the art of emotionally connecting with potential consumers. People no longer want to be sold to but instead want to feel some emotional connection and common purpose in the brands to which they are loyal. To do so, brand communicators need to go back to the basics of storytelling that have existed from biblical times and even are still found in children's stories to create total transparency into The Journey of their brand or product. This journey starts with the conception of a brand of product, product development, actual function and, in certain electric cases, results in Awesome Events, incidents which indisputably show the specific impact the brand or product has made on the life of its users. The author describes how brands from various industries such as Apple, Samsung, TOMS, 2K Sports and President's Choice use basic storytelling techniques to build this journey into a cohesive tale that spellbinds customers and creates incredible brand loyalty. This in turn allows brands to transform and weave otherwise basic products into items that become a part of the very identity...

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