



## Storytelling on Steroids: 10 Stories That Hijacked the Pop Culture Conversation

By John Weich

BIS Publishers B.V. Paperback. Book Condition: new. BRAND NEW, Storytelling on Steroids: 10 Stories That Hijacked the Pop Culture Conversation, John Weich, 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...



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