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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.

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Robert McKee created the Storynomics seminars to show business leaders how to apply storytelling to their businesses, to drive revenue, margins and brand loyalty. In their new book, McKee and Gerace bring a whole new meaning to marketing, to displace old theories and practices with story-driven messages.

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Storynomics: Story-Driven Marketing in the Post-Advertising World by Robert Mckee at AbeBooks.co.uk - ISBN 10: 1538727935 - ISBN 13: 9781538727935 - Hachette USA - 2018 - Hardcover

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Storynomics - Story-Driven Marketing in the Post-Advertising World is a brilliant book that's destined to send shockwaves through the worlds of marketing and branding. Drawing on the experiences gained with his Storynomics seminars, Robert McKee - author of Story: Substance, Structure, Style and the Principles of Screenwriting and Dialogue: The Art of Verbal Action for Page, Stage and Screen ...

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