



30 Minuten Storytelling (German Edition)

Cristián Gálvez

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Eine Story liefert Bilder, erzeugt Emotionen, baut Brücken. Wer gute Geschichten und Geschichten gut erzählen kann, gewinnt das Vertrauen seiner Zuhörer. Mit dem Inhalt können auch persönliche Überzeugungen vermittelt oder Konflikte humorvoll transportiert und gelöst werden. Dieser Ratgeber beleuchtet nicht nur die Funktion des Storytellings, sondern gibt auch einen Überblick über die verschiedenen Story-Arten und zeigt, wie Stories aufgebaut werden.

Lernen Sie, wie Sie

- * Inhalte im Herzen des Publikums verankern
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