



Story Smart: Using the Science of Story to Persuade, Influence, Inspire, and Teach

Kendall Haven

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This one-of-a-kind book reveals the secrets of a story's power to persuade, inspire, influence, and to teach.

- Shows how to use the power of story to get your message across in any medium or venue
- Explores the convergence of the neural science of story with the art of communication to reveal the power of words
- Provides tips, techniques, and strategies for structuring your stories for the most impact
- Reveals the common communication pitfalls to avoid

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