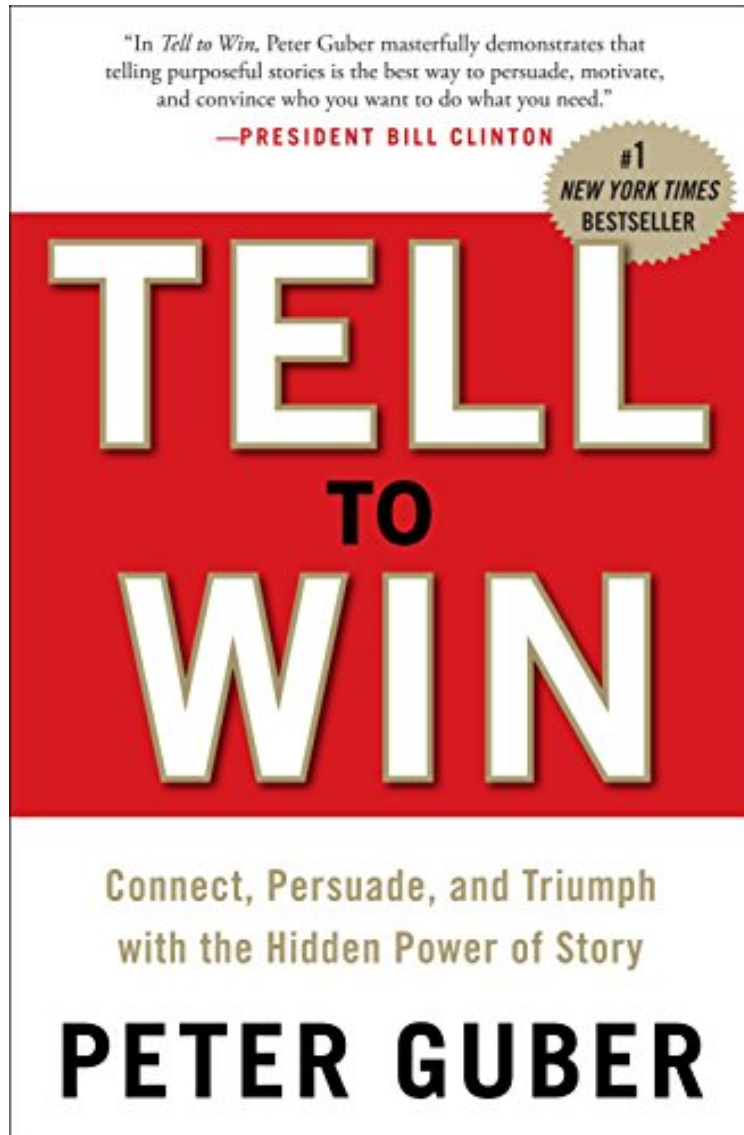


(Mobile pdf) Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story

Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story

Peter Guber

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Peter Guber : Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story before purchasing it in order to gauge whether or not it would be worth my time, and all praised Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story:

2 of 2 people found the following review helpful. A comprehensive introduction to the power of storytelling By J. P. Reynolds I was skeptical going into this read as I presumed that it was going to be a glossy, fluff piece of writing about

.com Guest er: Tony Hsieh Tony Hsieh is the author of the New York Times bestseller *Delivering Happiness* and CEO of Zappos.com, Inc. In less than 10 years, Zappos has grown from no sales in 1999 to over a billion dollars in gross merchandise sales annually. Our philosophy is to take most of the money that we would have otherwise spent on paid advertising or paid marketing and instead invest it into customer service and the customer experience, and let our customers do the marketing for us through word of mouth. In other words, we're really just in the stories and memories business. From an early age, Peter Guber seems to have intuitively grasped what I slowly learned over my entrepreneurial adventures, which is that the most profitable companies are those that form personal, emotional connections (which we internally refer to as "PEC" at Zappos) with customers. In *Tell to Win*, Guber shows how the stories we tell -- about our companies, our products, and ourselves -- are what elicit people's emotional reactions and drive word of mouth. The book includes plenty of examples and guidance for breaking down how a story gets created and delivered. As I read through the book, I repeatedly had to put the book down to think for awhile, because so many stories in the book sparked new ideas on how to improve our business at Zappos. I hope this book inspires you to create your own "never-ending story" to help take your business to the next level. From Publishers Weekly Former chairman of Sony Pictures and current CEO of Mandalay Entertainment Group, Guber illustrates how powerful storytelling--about yourself or your product--can be the ultimate tool to get the meeting, engage the listener, and close the deal. With brisk and readable anecdotes, the author relates what he's seen and learned in Hollywood, and how his celebrated friends--Bill Clinton, the Dalai Lama, Arianna Huffington, Nelson Mandela, and Frank Sinatra--impressed upon him the power of a well-crafted story or appeal. The celebrity name-dropping lends some glitter to Guber's very reasonable precepts: as he urges the reader to harness the power of metaphor in crafting the core narrative of a pitch or advertising campaign, he refers to how Michael Jackson taught him about drama by making him watch a python slowly stalk a helpless mouse, and how KISS frontman Gene Simmons, son of Holocaust survivors, used his backstory to fuel his ambition and his business strategy. This valuable and inspiring book will help readers deliver an authentic and meaningful story to customers, colleagues, or prospective clients. (Mar.) (c) Copyright PWxyz, LLC. All rights reserved. "In *Tell to Win*, Peter Guber demonstrates that telling purposeful stories is the best way to persuade, motivate and convince who you want to do what you need."--President Bill Clinton "Tell to Win gives great insight into why good storytelling skills are essential for a successful leader. It's both an engaging read and a great practical guide on how to listen, prepare and marshal facts to tell the right kind of story to the right audience."--Robert A. Iger, President and Chief Executive Officer, The Walt Disney Company "Peter Guber has a deep understanding of the lure of story and its capacity to transform... Inhale this book so that you may breathe energy and purpose into the lives of others."--Muhammad Yunus, Winner of the 2006 Nobel Peace Prize, author of *Banker to the Poor* "If anyone knows how to survive in business, it's Peter. This book is a manual for that. It gives you the two keys to success -- first, everything starts with a good story, and second, don't drop names (actually Frank Sinatra told me that)."--George Clooney "Incredibly insightful... gets to the heart of why some entrepreneurs who start with a pile of money fail utterly and why others who begin with nothing succeed spectacularly. It's not enough to have a vision or even talent. You need to get others to see the world through your eyes, to buy into your dream... Peter Guber understands that, and in this book he shows you exactly how to do it."--Ian Schrager, Chairman and CEO of Ian Schrager Company, and Co-Founder of Studio 54 "I wish I had this book when I was starting out, trying to break through. It's not just a business book, it's a life book. Buy it, and you'll hit all the right notes." --Quincy Jones, Winner of 27 Grammy Awards "For too long in our offices and boardrooms, story has been..."