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practical and I
recommend it to anyone
who has to think about,
and convey, the big
picture of their
nonprofit."

(Gettingattention.org)

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Christian ...

About the author (2011)

Consequently, in 1996,
Klaus Fog founded

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SIGMA, a culture and brand company specialising in the strategic use of storytelling to build a corporate culture and to shape brands. As head of SIGMA, Klaus has worked with at diverse number of international clients including: the LEGO Company, DT Group, Carlsberg, Oracle, Oticon,...

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As a concept,
storytelling has won a
decisive foothold in the
debate on how brands
of the future will be
shaped. Yet, companies
are still confused as to
how and why
storytelling can make a
difference to their

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business. What is the
point of telling stories
anyway? What makes a

good story? And how do
you go about telling it so
that it supports the
company brand?

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Practice by Klaus Fog

So storytelling has
become one of the most
important skills to
master if you want to

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successfully share your message with others. To do so you have to make your story relatable, meaningful to your target audience. In the book *Storytelling: Branding in practice* that is exactly what you will get to read about.

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Klaus Fog

The second edition of this successful book presents ten new case studies. Written by practitioners for practitioners and students and filled with simple tools for putting corporate storytelling into practice, it provides knowledge and inspiration for using storytelling as a strategic

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tool for releasing your
company's potential.

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"storytelling" has had a
significant impact on
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summary of what I think is the most important and insightful parts of the book. I can ' t speak for anyone else and I strongly recommend you to read the book in order to grasp the concepts written here.

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Story-telling Network
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should be understood as
the interactive art of
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underdog position. I

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would go as far as saying that this book is the bible of challenger brands.

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Storytelling Branding in practice – Chapter 1 In the beginning: stories were told around the campfire, strengthening and shaping the tribe identity, gave it values

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and created a reputation
towards other tribes.

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provide a practical, hands-on set of tools for companies to apply storytelling strategically as a source to competitive power.

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Written by practitioners
for practitioners and
students and filled with
simple tools for putting

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corporate storytelling
into practice, it provides
knowledge and

inspiration for using
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