



The Night the Lights Went Out in Georgia (The Art and Practice of Storytelling Book 1)

Don Jones

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“Why was Solomon recognized as the wisest man in the world? Because he knew more stories (proverbs) than anyone else. Scratch the surface in a typical boardroom and we're all just cavemen with briefcases, hungry for a wise person to tell us stories.” Alan Kay, Vice President, Walt Disney

Ernest finds himself preparing for the presentation of this life, taking place in front of the senior global executives of his company, in a mansion in Georgia. He has his PowerPoint deck and his back up decks for 'spontaneous' responses to questions, when the power goes out.

The wise old owner of the manse takes him aside and tells him that it is the best thing to ever happen to him. Because tomorrow he needs to tell a powerful story, and not rely so heavily on PowerPoint.

George is given a course in the power of Story Telling and the book gives the reader this experience as well.

The book was written, not to get rid of PPT, we all use it and it helps. But it is both overused and misused and the we all need to get better at engaging our audience with a few powerful ideas communicated through emotional stories that speak to the heart and head of our audience.

“Stories are much more compelling than information. Stories differ from information in that they have a start and a finish; they talk about events, not conditions; they imply a deep relationship among the events; stories are about particular humans; and stories are told in a human voice. As markets once again become conversations, marketers need to excel at telling compelling stories.” The Cluetrain Manifesto

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From reader reviews:

Laura Wilson:

A lot of people always spent their particular free time to vacation or go to the outside with them household or their friend. Were you aware? Many a lot of people spent they free time just watching TV, or even playing video games all day long. In order to try to find a new activity that is look different you can read some sort of book. It is really fun for yourself. If you enjoy the book that you just read you can spent the entire day to reading a book. The book The Night the Lights Went Out in Georgia (The Art and Practice of Storytelling Book 1) it doesn't matter what good to read. There are a lot of people that recommended this book. We were holding enjoying reading this book. In case you did not have enough space to create this book you can buy the actual e-book. You can m0ore easily to read this book from the smart phone. The price is not to fund but this book provides high quality.

Terry White:

Your reading sixth sense will not betray you actually, why because this The Night the Lights Went Out in Georgia (The Art and Practice of Storytelling Book 1) book written by well-known writer we are excited for well how to make book that can be understand by anyone who also read the book. Written with good manner for you, dripping every ideas and creating skill only for eliminate your personal hunger then you still doubt The Night the Lights Went Out in Georgia (The Art and Practice of Storytelling Book 1) as good book not merely by the cover but also by the content. This is one reserve that can break don't determine book by its protect, so do you still needing yet another sixth sense to pick this kind of!? Oh come on your examining sixth sense already alerted you so why you have to listening to another sixth sense.

Livia Wilder:

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Tami Anders:

A number of people said that they feel bored when they reading a book. They are directly felt that when they get a half regions of the book. You can choose the book The Night the Lights Went Out in Georgia (The Art and Practice of Storytelling Book 1) to make your own reading is interesting. Your current skill of reading ability is developing when you just like reading. Try to choose straightforward book to make you enjoy to

see it and mingle the opinion about book and studying especially. It is to be initially opinion for you to like to open a book and go through it. Beside that the publication *The Night the Lights Went Out in Georgia* (*The Art and Practice of Storytelling Book 1*) can to be your brand-new friend when you're really feel alone and confuse with what must you're doing of these time.

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