



## Storytelling (German Edition)

*Petra Sammer*

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Gute Geschichten ziehen uns in ihren Bann, bewegen uns und bleiben uns in Erinnerung. Wer etwas zu sagen hat, tut deshalb gut daran, Geschichten zu erzählen. Das erkennen auch immer mehr Kommunikationsprofis aus Marketing und PR: Mit rein rational vermittelten Informationen finden sie bei ihren Zielgruppen deutlich schwerer Gehör als mit Stories, die Kopf und Herz ansprechen. Das war schon immer so, und es gilt ganz besonders in Zeiten, in denen digitale Medien so viele neue Möglichkeiten für Unternehmen und Marken bereithalten. Storytelling hat sich deshalb in den letzten Jahren zu einer der erfolgreichsten Techniken moderner Unternehmenskommunikation entwickelt. Dass es nicht bloß ein Modebegriff für etwas Altbekanntes ist, sondern eine Kunst, die zu beherrschen sich lohnt, beweist Petra Sammer in diesem Buch – unterhaltsam, praxisnah, mit vielen Tipps und Checklisten. Die Bausteine einer guten Geschichte: Jede gute Geschichte ist anders, aber ein paar Dinge haben alle gemeinsam: einen Grund, erzählt zu werden, einen Helden, einen zu lösenden Konflikt, Emotionen und Viralität. Mit Geschichten zur sinnstiftenden Marke: Ob Unternehmensgeschichte, Markengeschichte oder Produktgeschichte: Finden Sie zunächst das tiefere Anliegen Ihrer Story. Es hängt in der Regel eng mit Ihrer Positionierung zusammen. Transmediales Storytelling - Geschichten im Netz: Die Erzählweisen werden vielfältiger: Sie können Ihre Geschichten heute transmedial, offen, flexibel, nichtlinear und experimentierfreudig erzählen – und Ihr Publikum dabei einbeziehen. Einprägsames und emotionales Erzählen: Verstehen Sie die Grundemotionen und neuronalen Auslöser, und erzeugen Sie Emotionen gezielt in Wort, Ton und Bild. Mit Kreativtechniken zu starken Stories: Gute Geschichten zu finden, ist keine Zauberei. Erprobte Techniken helfen Ihnen – vom intelligenten Fragen und Zuhören über Perspektivwechsel bis hin zu Story-Workshops mit dem Team.

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