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Book Overview

Carmine Gallo, Author

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of "The Storyteller's

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a great story How to

make your writing

suspenseful - Victoria

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The Skill of Humor |

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one human skill

remains irreplaceable:

storytelling. In *The
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Communication expert

Carmine Gallo

explains why

storytelling and its

power to build

emotional

connections is

increasingly valued in

today's workforce and

is helping brands

change hearts and

minds.

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The New York Times
has called a well-told
story "a strategic tool
with irresistible power"

- the proof lies in the
success stories of 50
icons, leaders, and
legends featured in

The Storyteller's
Secret: entrepreneurs
like Richard Branson,
Sara Blakely, Elon
Musk, Steve Jobs,
and Sheryl Sandberg;

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spellbinding speakers

like Dr. Martin Luther

King, Jr., Bryan

Stevenson, and

Malala Yousafzai; and

business leaders

behind famous brands

such as Starbucks,

Southwest Airlines,

Wynn Resorts, Whole

...

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Page 15/42

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Speakers to Business

Speakers And

In his hugely attended
Talk Like TED events,

bestselling author and

communications guru

Carmine Gallo found,

again and again, that

audiences wanted to

discover the keys to

telling a powerful

story. The Storyteller's

Secret unlocks the

answer in fifty lessons

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Speakers And
- each of whom cites
storytelling as a

crucial ingredient in

success. A good story

can spark action and
passion; it can

revolutionize the way

people think and spur

them to chase their

dreams.

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...
He then explains that
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Secret is about the
stories you tell to
advance your career,
build a company,
pitch an idea, and to
take your dreams
from imagination to
reality. In these pages
I will introduce you to
some of the greatest
brand storytellers of

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our time: Richard

Branson, Howard

Schultz, Sheryl

Sandberg, Joel

Osteen, Herb

Kelleher, Gary

Vaynerchuk, Mark

Burnett, Oprah

Winfrey, Elon Musk,

Steve Wynn, and

Steve Jobs

Many of

the people in this

book have given TED

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Secret: From TED
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Leaders Turn

I loved Carmine Gallo's book Talk like TED, in which he analyzed what made the most successful TED speakers so great. One key element he discovered was that

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Secret: How Ted
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they were great
storytellers. The
Storyteller's Secret is
the follow up book,
which delves deeper
into why stories work
and how you can use
them to great
success.

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has called a well-told story "a strategic tool with irresistible power"

- the proof lies in the success stories of 50 icons, leaders, and legends featured in The Storyteller's

Secret: entrepreneurs like Richard Branson, Sara Blakely, Elon Musk, Steve Jobs, and Sheryl Sandberg; spellbinding speakers

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The Storytellers

like Dr. Martin Luther King, Jr., Bryan Stevenson, and Malala Yousafzai; and business leaders behind famous brands such as Starbucks, Southwest Airlines, Wynn Resorts, Whole ...

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powerful
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their ideas to life.
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curator Chris

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us... Want to really
connect at your next
family gathering?

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Radical
transformation can
occur in an instant,
with a single
sentence; The
Storyteller's Secret
lets you craft your
most powerful

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delivery ever. In *The*

Storyteller's Secret,

Gallo offers lessons

from a range of

visionary leaders,

each of whom cites

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transformation can
occur in an instant,
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lets you craft your
most powerful
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visionary leaders, Ted
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Film and TV

writer/director, JJ

Abrams, staunchly

believes that "mystery

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is the catalyst for Ted
imagination. In this
TED talk, Abrams
opens up about how
his fascination with
the mysterious has
been the driving force
behind his storytelling.

3 TED Talks That
Uncover the Secrets
of Storytelling
He then explains that
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The Storytellers

Secrets about the stories you tell to advance your career, build a company, pitch an idea, and to take your dreams from imagination to reality. In these pages I will introduce you to some of the greatest brand storytellers of our time: Richard Branson, Howard Schultz, Sheryl

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Steve Jobs—Many of

the people in this

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expert Carmine Gallo
talks about his new

book, "The Story
Tellers Secret" to
teach us why some
ideas stick and others
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(Talks at Google)

Carmine Gallo (author
of "Talk Like Ted")
shares a storytelling
formula that people
like Sheryl Sandberg
and Bryan Stevenson
use to give TED talks
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