

Le Nuove Regole Della Scrittura Strategie E Strumenti Per Creare Contenuti Di Successo

Professione Brand Reporter Diomira Cennamo 2017-02-10T00:00:00+01:00 Grazie al Web, la comunicazione d'impresa si arricchisce di nuovi strumenti. Imprese e organizzazioni no profit possono comunicare direttamente con il proprio pubblico diventando editori e fare informazione. Un cambiamento epocale che richiede lo sviluppo di nuove competenze, radicate negli ambiti più tradizionali del giornalismo, del marketing e della comunicazione d'impresa. A queste se ne aggiungono altre, più specifiche della comunicazione digitale, nate in parte dalla fusione di tutti questi ambiti e quindi inedite. Professione Brand Reporter è un manuale che guida in questo nuovo ambito professionale del brand journalism, da un punto di vista teorico e strategico. Un vademecum pratico per l'applicazione efficace delle tecniche e degli strumenti dell'informazione digitale al marketing e alla comunicazione d'impresa, che propone leve strategiche e pratiche ai nuovi professionisti dell'informazione, suggerendo ai manager approcci e percorsi organizzativi che li aiutino a strutturare la propria azienda come una vera media company.

Content Rules Ann Handley 2012-05-22 The guide to creating engaging web content and building a loyal following, revised and updated Blogs, YouTube, Facebook, Twitter, Google+, and other platforms are giving everyone a "voice," including organizations and their customers. So how do you create the stories, videos, and blog posts that cultivate fans, arouse passion for your products or services, and ignite your business? Content Rules equips you for online success as a one-stop source on the art and science of developing content that people care about. This coverage is interwoven with case studies of companies successfully spreading their ideas online—and using them to establish credibility and build a loyal customer base. Find an authentic "voice" and craft bold content that will resonate with prospects and buyers and encourage them to share it with others Leverage social media and social tools to get your content and ideas distributed as widely as possible Understand why you are generating content—getting to the meat of your message in practical, commonsense language, and defining the goals of your content strategy Write in a way that powerfully communicates your service, product, or message across various Web mediums Boost your online presence and engage with customers and prospects like never before with Content Rules.

The Science of Storytelling Will Storr 2020-03-10 The compelling, groundbreaking guide to creative writing that reveals how the brain responds to storytelling Stories shape who we are. They drive us to act out our dreams and ambitions and mold our beliefs. Storytelling is an essential part of what makes us human. So, how do master storytellers compel us? In The Science of Storytelling, award-winning writer and acclaimed teacher of creative writing Will Storr applies dazzling psychological research and cutting-edge neuroscience to our myths and archetypes to show how we can write better stories, revealing, among other things, how storytellers—and also our brains—create worlds by being attuned to moments of unexpected change. Will Storr's superbly chosen examples range from Harry Potter to Jane Austen to Alice Walker, Greek drama to Russian novels to Native American folk tales, King Lear to Breaking Bad to children's stories. With sections such as "The Dramatic Question," "Creating a World," and "Plot, Endings, and Meaning," as well as a practical, step-by-step appendix dedicated to "The Sacred Flaw Approach," The Science of Storytelling reveals just what makes stories work, placing it alongside such creative writing classics as John Yorke's Into the Woods: A Five-Act Journey into Story and Lajos Egri's The Art of Dramatic Writing. Enlightening and empowering, The Science of Storytelling is destined to become an invaluable resource for writers of all stripes, whether novelist, screenwriter, playwright, or writer of creative or traditional nonfiction.

The Power of Social Intelligence: 10 ways to tap into your social genius Tony Buzan 2012-08-30 10 ways to tap into your social genius
Managing Brand Equity David A. Aaker 2009-12-01 The most important assets of any business are intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or degree of customer loyalty. Moreover in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions, causing irreversible deterioration of the value of the brand name. Although several companies, such as Canada Dry and Colgate-Palmolive, have recently created an equity management position to be guardian of the value of brand names, far too few managers, Aaker concludes, really understand the concept of brand equity and how it must be implemented. In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value. The author opens each chapter with a historical analysis of either the success or failure of a particular company's attempt at building brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples from many other companies, Aaker shows how to avoid the temptation to place short-term performance before the health of the brand and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn

Tu sei la tua storia Francesca Sanzo 2018-03-22 Tu sei la tua storia e ogni storia può essere raccontata. In che modo scrivere può aiutarti a vivere meglio con te stesso e gli altri? Questa guida è un gioco, una riflessione ragionata sulla creatività messa in scena attraverso le parole e per manipolare la memoria e trasformarla in racconto ma è anche un percorso attraverso le diverse declinazioni della scrittura: dall'esercizio personale, al racconto autobiografico a quello delle Organizzazioni, fino a come si narra online; consigli e suggerimenti sono intervallati da interviste e esercizi. Tutti possiamo riflettere sulle parole e usarle per raccontarci. Tutti abbiamo un capitale di creatività - indipendentemente dal talento personale - che possiamo investire in qualcosa che ci piaccia o per metterci in gioco come singoli e nella collettività. La scrittura è uno degli strumenti più semplici da usare: impariamo a mettere in fila lettere e parole da bambini e possiamo farlo come e quando vogliamo. La scrittura è terapia, auto analisi e anche divertimento puro, la scrittura è condivisione e allenamento - più che mai necessario oggi - per mettersi nei panni di qualcun altro. In tempi di totale autoreferenzialità, immersi in selfie e status online ombelicali, c'era davvero bisogno di una guida sulla scrittura autobiografica? Proprio perché oggi chiunque scrive e ha la possibilità di essere autore e editore di ciò che pubblica, è sempre più importante diventare consapevoli di quel che scegliamo di raccontare, come e per chi. Proprio perché chiunque può scrivere, senza la pretesa di diventare uno scrittore, Tu sei la tua storia invita a farlo in maniera pratica, divertente e con beneficio per sé e per chi ci legge. Tu sei la tua storia ci ricorda che chiunque, se vuole, può scrivere e che in ognuno di noi c'è il potenziale per diventare scrittori del mondo a patto di essere anche ottimi lettori. In questa guida troverai: tanti libri, esempi pratici, giochi per stimolare la tua creatività scrittorica e per manipolare accuratamente la tua autobiografia e alcune considerazioni per usare la scrittura online.

Superfans Pat Flynn 2019-08-13 "Want to create a brand that will stand the test of time? Want to build a business that will last, one made to withstand the onslaught of competition, the whims of algorithmic changes, and the unscrupulous efforts of trolls and hackers? The key isn't the best technology, the diverse revenue stream, or the biggest marketing budget. The key is people. If you want to build a business and brand that can't be foiled, you need to cultivate aficionados who will sing your praises, have your back when things get tough, and buy everything you create. You need superfans"--Dust jacket flap

Differentiate or Die Jack Trout 2010-12-28 A newly revised and expanded edition of the revolutionary business classic, Differentiate or Die, Second Edition shows you how to differentiate your products, services, and business in order to dominate the competition. Veteran marketing guru Jack Trout uses real-world examples and his own unique insight to show you how to bind customers to your products for long-term success and loyalty. This edition includes new case studies, new research, and updated examples from around the world.

Opening Up Education Toru Iiyoshi 2010-09-24 Experts discuss the potential for open education tools, resources, and knowledge to transform the economics and ecology of education. Given the abundance of open education initiatives that aim to make educational assets freely available online, the time seems ripe to explore the potential of open education to transform the economics and ecology of education. Despite the diversity of tools and resources already available—from well-packaged course materials to simple games, for students, self-learners, faculty, and educational institutions—we have yet to take full advantage of shared knowledge about how these are being used, what local innovations are emerging, and how to learn from and build on the experiences of others. Opening Up Education argues that we must develop not only the technical capability but also the intellectual capacity for transforming tacit pedagogical knowledge into commonly usable and visible knowledge: by providing incentives for faculty to use (and contribute to) open education goods, and by looking beyond institutional boundaries to connect a variety of settings and open source entrepreneurs. These essays by leaders in open education describe successes, challenges, and opportunities they have found in a range of open education initiatives. They approach—from both macro and micro perspectives—the central question of how open education tools, resources, and knowledge can improve the quality of education. The contributors (from leading foundations, academic institutions, associations, and projects) discuss the strategic underpinnings of their efforts first in terms of technology, then content, and finally knowledge. They also address the impact of their projects, and how close they come to achieving a vision of sustainable, transformative educational opportunities that amounts to much more than pervasive technology. Through the support of the Carnegie Foundation for the Advancement of Teaching, an electronic version of this book is openly available under a Creative Commons license at The MIT Press Web site, <http://mitpress.mit.edu>. Contributors Richard Baraniuk, Randy Bass, Trent Batson, Dan Bernstein, John Seely Brown, Barbara Cambridge, Tom Carey, Catherine Casserly, Bernadine Chuck Fong, Ira Fuchs, Richard Gale, Mia Garlick, Gerard Hanley, Diane Harley, Mary Huber, Pat Hutchings, Toru Iiyoshi, David Kahle, M. S. Vijay Kumar, Andy Lane, Diana Laurillard, Stuart Lee, Steve Lerman, Marilyn Lombardi, Phil Long, Clifford Lynch, Christopher Mackie, Anne Margulies, Owen McGrath, Flora McMartin, Shigeru Miyagawa, Diana Oblinger, Neeru Paharia, Cheryl Richardson, Marshall Smith, Candace Thille, Edward Walker, David Wiley

The Consulting Bible Alan Weiss 2011-04-05 Everything you need to know about building a successful, world-class consulting practice Whether you are a veteran consultant or new to the industry, an entrepreneur or the principal of a small firm, The Consulting Bible tells you absolutely everything you need to know to create and expand a seven-figure independent or boutique consulting practice. Expert author Alan Weiss, who coaches consultants globally and has written more books on solo consulting than anyone in history, shares his expertise comprehensively. Learn and appreciate the origins and evolution of the consulting profession Launch your practice or firm and propel it to top performance Implement your consulting strategies in public and private organizations, large or small, global or domestic Select from the widest variety of consulting methodologies Achieve lasting success in your professional career and personal goals The author is recognized as "one of the most highly regarded independent consultants in America" by the New York Post and "a worldwide expert in executive education" by Success Magazine Whether you're just starting out or looking for the latest trends in modern practice, The Consulting Bible gives you an unparalleled toolset to build a thriving consultancy.

Exercises in Style Raymond Queneau 1981 Queneau uses a variety of literary styles and forms in ninety-nine exercises which retell the same story about a minor brawl aboard a bus

The Advertising Concept Book Pete Barry 2012 Now thoroughly revised and updated, this systematically presented coursebook tells you everything you need to know about advertising, from how to write copy and choose a typeface, to how agencies work and the different strategies used for print, TV or cinema and other media, including interactive. Exercises throughout help the reader judge their own work and that of others. By getting to the heart of the creative process in a way that other guides don't, the book can help anyone produce better advertising. This new edition features a thoroughly revised and updated chapter on interactive advertising, with new exercises and some thirty new illustrations. 'Invaluable' Creative Review 'Enormously encouraging, practical and entertaining. If this book could stand in front of a class (of creative students) and talk, I'd be out of a job.' Tony Cullingham, Course Director, The Watford Creative Advertising Course, West Herts College

The Essays of Arthur Schopenhauer (illustrated) Arthur Schopenhauer 2016-11-06 Arthur Schopenhauer (22 February 1788 - 21 September 1860) was a German philosopher. He is best known for his 1818 work *The World as Will and Representation*, in which he argues that the phenomenal world is driven by a metaphysical will that perpetually and malignantly seeks satiation. He also wrote influentially on aesthetics, ethics, and religion. Transcendental idealism formed the basis for much of his thought, and his atheistic philosophy has been described as an exemplary manifestation of philosophical pessimism. Finding his philosophical conclusions to be compatible with those of much Eastern philosophy, his solutions to the problems of existence and suffering were consequently similar to those of Vedantic and Buddhist thinkers. Schopenhauer's influence has proven profound across various disciplines; those who have cited his influence include Friedrich Nietzsche, Richard Wagner, Leo Tolstoy, Ludwig Wittgenstein, Erwin Schrödinger, Sigmund Freud, Albert Einstein, Otto Rank, Carl Jung, Joseph Campbell, Thomas Mann, and Jorge Luis Borges, among others.

The Universally Designed Classroom David Howard Rose 2005 The inclusion of students with disabilities in the classroom is an crucial concern in education. The Universally Designed Classroom reveals how new technology, curricula, and trends are improving access to mainstream learning and closing achievement gaps.

Marketing 4.0 Philip Kotler 2016-11-17 Marketing has changed forever—this is what comes next Marketing 4.0: Moving from Traditional to Digital is the much-needed handbook for next-generation marketing. Written by the world's leading marketing authorities, this book helps you navigate the increasingly connected world and changing consumer landscape to reach more customers, more effectively. Today's customers have less time and attention to devote to your brand—and they are surrounded by alternatives every step of the way. You need to stand up, get their attention, and deliver the message they want to hear. This book examines the marketplace's shifting power dynamics, the paradoxes wrought by connectivity, and the increasing sub-culture splintering that will shape tomorrow's consumer; this foundation shows why Marketing 4.0 is becoming imperative for productivity, and this book shows you how to apply it to your brand today. Marketing 4.0 takes advantage of the shifting consumer mood to reach more customers and engage them more fully than ever before. Exploit the changes that are tripping up traditional approaches, and make them an integral part of your methodology. This book gives you the world-class insight you need to make it happen. Discover the new rules of marketing Stand out and create WOW moments Build a loyal and vocal customer base Learn who will shape the future of customer choice Every few years brings a "new" marketing movement, but experienced marketers know that this time its different; it's not just the rules that have changed, it's the customers themselves. Marketing 4.0 provides a solid framework based on a real-world vision of the consumer as they are today, and as they will be tomorrow. Marketing 4.0 gives you the edge you need to reach them more effectively than ever before.

Creative Strategy Generation: Using Passion and Creativity to Compose Business Strategies That Inspire Action and Growth Bob Caporale 2015-08-07 A unique, inspiring guide to building business strategy from the president of Sequent Learning Network A key element of a successful business strategy is originality, which can only be fueled by creativity and intuition. Many business leaders are taught to develop strategies by analyzing case study after case study of other companies' already implemented strategies, and using those studies as a framework for developing their own strategic plans. However, in order to develop truly great strategies, business leaders must learn to tap into their own creative process and develop actionable strategies based on their intuition and instincts. Creative Strategy Generation is a step-by-step guide to creating truly original and successful business strategies by tapping into one's own creative potential. Modeled on Sequent Learning Network's popular strategy building consultation program, the book uses compelling stories and examples drawn from music composition to show you how to produce your own "strategic masterpieces."

Smash the Funnel Eric Keiles 2019-04-02 Your Sales Funnel Has a Fatal Flaw The sales funnel was invented over a century ago. No wonder it's not working like it used to! How can you drive company revenue in an age when customers hold all the power, the lines between sales and marketing have blurred, and business disruption is the norm? From the authors of *Fire Your Sales Team Today!* comes another industry redefining guide to

business success in the 21st century: Smash the Funnel. Discover how to create an entirely new revenue strategy, whether your buyer is a corporation or consumer, an enterprise or entrepreneur.

Get Scrappy Nick Westergaard 2016-05-02 Marketing is changing rapidly, so sometimes it's hard to keep up. Don't get frustrated, get scrappy. It's an exciting time to be in marketing, with an array of equalizing platforms from the Internet to social media to content marketing, that have reset the playing field for businesses large and small. Yet, it's also a challenging time, with much work to do and an ever-changing array of platforms, features, and networks to master--all on tighter budgets than ever before. In *Get Scrappy*, chief brand strategist Nick Westergaard weaves hacks, tips, and idea starters together to provide a plan of attack for businesses of any size to: Demystify digital marketing in a way that makes sense for your business Do more with less Build a strong brand with something to say Create relevant and engaging content for your social media platforms Spark dialogue with your community of customers Measure what matter The result will be a reliable, repeatable system for building your brand, creating engaging content, and growing your community of customers. Don't wait for marketing to reinvent itself. Instead, proactively reinvent your company's marketing to maximize its reach!

Content Marketing Rebecca Lieb 2012 If you have a website, a blog, or even a Facebook or Twitter presence, you are a publisher. Think like one: build a digital content strategy that embraces words, images and multimedia to systematically enhance consumer engagement and conversion rates. Lieb guides you through planning what you'll say online, how and where you'll say it, how often you'll communicate, and how you'll measure your effectiveness. She offers practical guidance for "listening" to conversations about your brand, products, and services, responding more effectively, and effectively informing those conversations. You'll learn how to use your digital content strategy to shape marketing, branding, PR, SEO, customer and media relations, blog content, social media initiatives, and your website. (bron: www.managementboek.nl).

A Practical Reader in Universal Design for Learning David Howard Rose 2006 Universal Design for Learning (UDL) stands at the forefront of contemporary efforts to create universal access to educational curricula for all students, including those with disabilities. The "universal" in UDL does not mean there is a single optimal solution for everyone. Instead, it underscores the need for flexible approaches to teaching and learning that meet the needs of different kinds of learners. In this first UDL Reader, Anne Meyer and David H. Rose, cofounders of CAST, the educational nonprofit that developed the UDL framework, bring together a collection of articles on the practical, classroom dimensions of the UDL revolution in education. The authors offer insights on learner differences, the capacities of new media in the classroom, and effective teaching and assessment practices. The volume also includes lessons from teacher professional development workshops, classroom-based research, and UDL practitioners themselves. A highly readable volume aimed particularly at school teachers and administrators, this book is also an uncommonly accessible introduction to UDL for all readers committed to creating improved and universal access to educational materials for all students.

Students with Learning Disabilities Cecil D. Mercer 1987 This book addresses every aspect of learning disabilities, from assessment, definition, and characteristics through specific strategies for individual disorders. Based on a multi-theoretical foundation, the new edition of *Students with Learning Disabilities* integrates numerous philosophical and practical perspectives into a supportive framework of best practices for diagnosis and intervention. A clear presentation of non-teaching factors and their affect upon teaching success explores such topics as homework, class size, parental involvement, and curriculum design. There have also been coverage expansions in topics such as cultural diversity, learning strategies, social skills training, affective development, phonological awareness development, successful transition factors, effective assessment, and teaching strategies. The coverage of social-emotional problems of LD students includes discussions of the use of socio-metric measures -- such as peer status -- in assessment and planning. An updated reference section also helps familiarize readers with the latest available resources. By providing practical strategies, *Students with Learning Disabilities* is a valuable book for any parent, teacher, or school administrator who must learn to cope with LD students.

Side by Side Plus Steven J. Molinsky 2008 Accompanying CD-ROMs include: radio program-style recordings of Gazette activities.

The Robert Collier Letter Book Robert Collier 2021-03-04 Robert Collier was decades ahead of his time in writing down ways for man to improve his lot in life. He wrote "Secret of the Ages" during an active and successful life developed upon basic ideas which opened up new vistas of living for countless multitudes of people. Brought up to be a priest, he worked as a mining engineer, an advertising executive and a prolific writer and publisher. The Robert Collier Letter Book earned Robert Collier the distinction of being one of the greatest marketing minds in history. Robert Collier sales letters were successful because he wrote to his readers' needs. As an expert in marketing, his sales savvy and writing expertise placed hundreds of millions of dollars in his clients' pockets.

The Idea Writers T. Iezzi 2016-09-27 *The Idea Writers* guides both new and experienced copywriters through the process of creating compelling messages that sell. It shows readers what it's like to work in the fast-paced world of an agency while providing practical advice plus details on creating award-winning multimedia ad campaigns.

Copywriting Second Edition Mark Shaw 2012-10-18 Writing copy is often assumed to be a natural talent. However, there are simple techniques you can employ to craft strong written content with ease. This new, expanded edition teaches the art of writing great copy for digital media, branding, advertising, direct marketing, retailing, catalogues, company magazines and internal communications. Using a series of exercises and up-to-date illustrated examples of award-winning campaigns and communication, *Copywriting, Second Edition* takes you through step-by-step processes that can help you to write content quickly and effectively. Including insightful interviews from leading copywriters, as well as illustrated case studies of major brands that explore the challenges involved in creating cutting-edge copy, this book will provide you with all the tools you need to become a confident and versatile creative copywriter.

Mobile Learning John Traxler 2015-11-06 *Mobile Learning: The Next Generation* documents the most innovative projects in context-aware mobile learning in order to develop a richer theoretical understanding of learning in modern mobile-connected societies. Context-aware mobile learning takes advantage of cell phone, mobile, and pervasive personal technologies to design learning experiences that exploit the richness of both indoor and outdoor environments. These technologies detect a learner's presence in a particular place, the learner's history in that place or in relation to other people and objects nearby, and adapt learning experiences accordingly, enabling and encouraging learners to use personal and social technologies to capture aspects of the environment as learning resources, and to share their reactions to them.

Le nuove regole della scrittura. Strategie e strumenti per creare contenuti di successo Ann Handley 2016

Ten Deadly Marketing Sins Philip Kotler 2004-05-03 Marketing's undisputed doyen offers an unbeatable guide on what not to do As the cost of marketing rises, its effectiveness is in decline. CEOs want a return on their marketing investment, but can't be sure their marketing efforts are even working. Truly, marketers have to shape up or watch their business go south. In this clear and comprehensive guide, renowned marketing expert Philip Kotler identifies the ten most common-and most damaging-mistakes marketers make, and how to avoid them. But these ten mistakes are much more than simple mess-ups; they're glaring deficiencies that prevent companies from succeeding in the marketplace. In *Ten Deadly Marketing Sins*, Kotler covers each sin in-depth in its own chapter and offers practical, proven guidance for reversing them. Marketers will learn how to stay market-focused and customer-driven, fully understand their customers, keep track of the competition, manage relationships with stakeholders, find new opportunities, develop effective marketing plans, strengthen product and service policies, build brands, get organized, and use technology to the fullest. Covering crucial topics every marketer must understand, *Ten Deadly Marketing Sins* is a must-have for anyone who want to remain competitive in an increasingly challenging marketplace. Packed with the kind of marketing wisdom only Kotler can provide, this is an indispensable resource for every company-and every marketer-who wants to develop better products, better marketing plans, and better customer relationships. *Ten Deadly Marketing Sins* is an unbeatable resource from the most respected thinker in modern marketing. Philip Kotler (Chicago, IL) is the S. C. Johnson Distinguished Professor of International Marketing at Northwestern University's Kellogg Graduate School of Management and the author of 15 books, including *Marketing Insights from A to Z* (0-471-26867-4) and *Lateral Marketing* (0-471-45516-4), both published by Wiley.

The Storytelling Edge Shane Snow 2018-01-15 "A terrific and timely book that makes a compelling case for fundamentally rethinking how your

business communicates. Recommended!" —Jay Baer, founder of Convince & Convert and author of Hug Your Haters "Once upon a time, storytelling was confused with talking at people. Not anymore. Shane and Joe are your narrators in a journey that will transform how you talk to other human beings to be more believable, relevant, compelling and unforgettable." —Brian Solis, experience architect, digital anthropologist, best-selling author "Shane Snow and Joe Lazauskas spend the overwhelming majority of their time thinking, writing, and theorizing about brand storytelling - so you don't have to. They're smart and they know this topic inside out (and sideways). Read their book. While I can't guarantee you'll rise to Shane and Joe's ridiculously obsessive level, you will be infinitely better prepared to tell your own brand's story. Promise!" —Rebecca Lieb, Analyst, Author & Advisor "The Contently team understands the power of story, and how to craft and spread a great narrative, like no other. In an era where brand, design, and mission are a competitive advantage for every business, Contently underscores the importance of stories and how they transform companies and industries." —Scott Belsky, Entrepreneur, Investor, & Author (Founder of Behance, bestselling author of Making Ideas Happen) "I can't think of a better way to illustrate the power of story telling than by telling great stories. This book should be required reading not just by those with content in their titles, but by anyone in Marketing AND Sales. Then, when you're done, give it to your CEO to read... but make sure you get it back, because I guarantee you'll refer to it more than once." —Shawna Dennis, Senior Marketing Leader "Neuroscience, algorithms, illustrations, personal anecdotes and good, old-fashioned empathy: This entertaining and informative tome journeys to the core of how we communicate and pushes us, as marketers and humans, to do it better, "speeding the reader through and leaving us wanting more." —Ann Hynek, VP of global content marketing at Morgan Stanley Transform your business through the power of storytelling. Content strategists Joe Lazauskas and Shane Snow offer an insider's guide to transforming your business—and all the relationships that matter to it—through the art and science of telling great stories. Smart businesses today understand the need to use stories to better connect with the people they care about. But few know how to do it well. In *The Storytelling Edge*, the strategy minds behind Contently, the world renowned content marketing technology company, reveal their secrets that have helped award-winning brands to build relationships with millions of advocates and customers. Join as they dive into the neuroscience of storytelling, the elements of powerful stories, and methodologies to grow businesses through engaging and accountable content. With *The Storytelling Edge* you will discover how leaders and workers can craft the powerful stories that not only build brands and engage customers, but also build relationships and make people care—in work and in life.

Teaching Every Student in the Digital Age David Howard Rose 2002 Ensuring that all students achieve the same high standard of learning would be much easier if you could quickly and easily customize lesson plans and curriculum materials to each student's needs, interests, and skills level. Here's a book that explains how to make that ideal a reality. Explore the concept of Universal Design for Learning and how it can help you meet standards while you address the unique needs of each student. Drawing from brain research and the power of digital technology, the authors explain how to - Set appropriate goals for every student. - Choose the teaching methods and materials that give every student optimum instructional support. - Ensure the fair and accurate assessment of every student's progress. A school case study, a set of templates, and links to online resources get you started in applying the concepts to your classroom. A companion website offers interactive experiences, classroom videos, lessons, online discussions, interviews with experts, student case stories, resource links, and more in-depth information.

The Daydreamer Ian McEwan 2010-07-20 A classic from one of our greatest storytellers underlines Doubleday Canada's commitment to YA fiction, in a handsome new edition that will appeal to young readers of all ages. In these seven exquisite, interlinked episodes, grown-up Peter Fortune reveals the secret journeys, metamorphoses, and adventures of his childhood. Living somewhere between dream and reality, Peter experiences fantastical transformations: he swaps bodies with the family cat and a cranky infant, battles a very bad doll who comes to life to seek revenge, and discovers in a kitchen drawer some vanishing cream that actually makes people vanish. In the final story, he wakes up as an eleven-year-old inside a grown-up's body, and embarks on the truly fantastic adventure of falling in love. Moving, dreamlike, and extraordinary, *The Daydreamer* is a celebration of imagination and fantasy.

Creative Personal Branding Jürgen Salenbacher 2013 How to combine magic and logic, creativity and business?

Ogilvy on Advertising David Ogilvy 2013-09-11 A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business." Told with brutal candor and prodigal generosity, David Ogilvy reveals: • How to get a job in advertising • How to choose an agency for your product • The secrets behind advertising that works • How to write successful copy—and get people to read it • Eighteen miracles of research • What advertising can do for charities And much, much more.

Technology Handbook for School Librarians William O. Scheeren 2015-08-18 Stay current, meet educational standards, and keep your students coming back again and again by incorporating the latest technologies into your school library. Both theoretical and practical, this book will provide you with a strong introduction to a variety of technologies that will serve you—and your patrons—well. Each chapter addresses a different aspect or kind of technology. You'll learn essential skills, planning and funding techniques, and what hardware and software you'll need. You'll find plenty of information on creating or maintaining your library's web presence through websites, blogs, and social networking, as well as on various tools that you can use and apply to your curriculum. Many state standards include technology components, and this guide shows you how to meet them and stay up to date. You'll also learn what you should watch for in the future so you remain essential to your school.

The Science of Screenwriting Paul Joseph Gulino 2018-02-08 In a world awash in screenwriting books, *The Science of Screenwriting* provides an alternative approach that will help the aspiring screenwriter navigate this mass of often contradictory advice: exploring the science behind storytelling strategies. Paul Gulino, author of the best-selling *Screenwriting: The Sequence Approach*, and Connie Shears, a noted cognitive psychologist, build, chapter-by-chapter, an understanding of the human perceptual/cognitive processes, from the functions of our eyes and ears bringing real world information into our brains, to the intricate networks within our brains connecting our decisions and emotions. They draw on a variety of examples from film and television -- *The Social Network*, *Silver Linings Playbook* and *Breaking Bad* -- to show how the human perceptual process is reflected in the storytelling strategies of these filmmakers. They conclude with a detailed analysis of one of the most successful and influential films of all time, *Star Wars*, to discover just how it had the effect that it had.

Le nuove regole della scrittura Ann Handley 2016-02-29T00:00:00+01:00 Se hai un sito internet, sei già un editore. Se sei sui social media, lavori nel marketing. Questo significa che siamo tutti scrittori. Le nuove regole della scrittura è la guida pratica per attrarre e mantenere i clienti attraverso una perfetta comunicazione online. Oggi la scrittura ha acquisito assoluta rilevanza. Nella società digitale, le parole sono i nostri emissari: raccontano al mondo chi siamo. Il modo in cui scriviamo può farci apparire intelligenti o stupidi. Divertenti, cordiali, competenti o affi dabili. Ma può anche farci passare per persone confuse, scioche o irrimediabilmente noiose. Una norma, questa, valida per buttare giù un listicle, per usare SlideShare e persino per maneggiare i termini che stiamo utilizzando in questo preciso momento. Ciò vuol dire che occorre scegliere le parole con cura, usare uno stile gradevole e parsimonioso, ricorrere a un'empatia sincera nei confronti del lettore. Ma significa anche prestare attenzione alla capacità, spesso trascurata, di fare marketing dei contenuti: saper scrivere e raccontare bene (ma davvero bene!) una storia vera. Essere in grado di comunicare nella scrittura non è solo bello, ma anche necessario. Ed è anche il fondamento del content marketing. In questo libro Ann Handley mette al servizio tutta la sua esperienza per guidarci nel processo e nelle strategie di creazione, produzione e pubblicazione dei contenuti, con consigli pratici pensati per ottenere risultati sicuri. Le lezioni e le regole di cui l'autrice ci fa dono possono applicarsi facilmente a tutti i contenuti online: pagine web, homepage, landing page, email, marketing, blog, post su Facebook, Twitter, LinkedIn e tutti gli altri social media. Le nuove regole della scrittura è una guida pratica alla creazione e pubblicazione di qualsiasi tipo di contenuto online, destinata a chi lavora per un grande brand o per una piccola azienda, o anche solo per se stesso.

DIGITAL WORKOUT Emanuele Pisapia 2022-03-31 Ogni grande relazione inizia con una brillante presentazione: ho creato il Digital Workout per aiutare la tua azienda a realizzare un efficace piano di digital marketing nei prossimi 12 mesi. Quello che troverai in queste pagine è un vero e proprio "programma di allenamento" che potrai applicare da subito in azienda ottenendo immediati benefici in termini di visibilità online, attrattività agli occhi di clienti e fornitori e, soprattutto, nuove opportunità di business. Per chi è il Digital Workout? Il Digital Workout è una strategia che ho

applicato con aziende come la tua negli ultimi dieci anni: in queste pagine troverai esercizi pratici e casi di studio di aziende reali in Italia e all'estero che potrai utilizzare anche nel tuo settore. Le strategie e gli strumenti che troverai nei prossimi capitoli possono essere applicate da professionisti che desiderano avviare la propria azienda a partire da zero e vogliono creare un progetto ben strutturato sin dall'inizio ed è particolarmente indicato se: ● cerchi strumenti da applicare e sei orientato al "mettere in pratica" e sperimentare; ● ti rivolgi o desideri rivolgerti ad un mercato nazionale o internazionale; ● desideri creare un business scalabile e liquido, con una buona marginalità sui servizi venduti o con volumi di vendita elevati (nel caso tu sia un produttore e distributore di prodotti di proprietà); ● hai dei collaboratori che si occupano della parte di produzione e delle relazioni con i clienti e desideri misurare ed ottimizzare il loro rendimento; ● hai un continuo ricambio di collaboratori e dedichi troppe risorse alla loro formazione e crescita; ● hai la sensazione di "aver perso il controllo dei numeri" della tua azienda e per numeri intendiamo: performance aziendali, performance dei collaboratori, tempi di produzione, soddisfazione del cliente, efficacia delle attività di marketing, redditività; Per chi NON è il Digital Workout? Le informazioni contenute nella prima parte del libro sono utili per una enorme quantità di persone appassionate di crescita personale, comunicazione e digitale, tuttavia il Digital Workout NON è per te se: ● sei uno "studente seriale", ovvero se stai imparando tutto e adori la teoria: durante la lettura dovrai effettuare degli esercizi pratici, interagire e "fare" in continuazione; ● ti rivolgi ad un mercato locale e per la tipologia di servizio o prodotto offerto non puoi fare nulla per ampliare geograficamente il tuo "giro d'affari". ● NON hai nulla che ti renda differente nel mercato (vendi gli stessi prodotti dei tuoi concorrenti, vendi allo stesso prezzo, hai bassi margini di guadagno) ● NON hai e non vuoi avere collaboratori e sei dipendente di te stesso: se non puoi prenderti tre giorni solo per te durante la settimana senza che l'azienda esploda del tutto, questo libro non è per te. ● se credi di avere tutto "sotto controllo" e sei apposto così, NON hai bisogno del Digital Workout. Com'è strutturato il Digital Workout? Il libro si compone di tre parti, suddivise a loro volta in capitoli. Ogni capitolo ha una sua indipendenza e ti invito a saltare dall'uno all'altro in base alla tua ispirazione del momento, per poi effettuare una nuova rilettura con maggiore consapevolezza. Questo è un libro difficile: all'interno del testo troverai citazioni, tecnicismi, anglicismi, latinismi e un ampio uso di aneddoti. Non prenderla come una mancanza di rispetto: è esattamente come parlo quotidianamente ed è il modo migliore per poter proiettare la tua azienda nel Digital Workout.

Digital Marketing Ira Kaufman 2014-10-17 Digital Marketing: Integrating Strategy and Tactics with Values is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage. Bringing the reader through its five-step Path to Digital Integration (Mindset, Model, Strategy, Implementation, and Sustainability), Digital Marketing seeks to Outline the key drivers of change and leading digital marketing trends executives need to understand and incorporate to drive business opportunity. Evaluate the digital channels and technologies management teams can leverage to execute a successful Integrated Digital Marketing strategy. This includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and Google Plus). Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of integrating internal digital strategies to facilitate collaboration and innovation. Guide aspiring leaders on how to combine core values and business goals with progressive digital strategies, tactics, and tools to generate sustainable outcomes for all stakeholders. This interactive guidebook provides a truly Connected Digital Experience (CDE): the Zappar augmented reality mobile app allows the reader to activate the "Discover More" and "Play Video" icons found throughout the book, instantly connecting the reader, via their mobile device, to additional content housed on our companion website, Digital Marketing Resource Center (www.dmresourcecenter.org). "Play Video" icons incorporate point-in-time video commenting solution Vusay to enable interactive social conversations around each video. Digital Marketing is the ideal guide for aspiring leaders - executives, instructors, owners, entrepreneurs, managers, students - at all stages of digital literacy. To request access to the resources in the Digital Marketing Resources Center, please contact Ira Kaufman at ira@entwinedigital.com.

Comunicare il sindacato Patrizio Paolinelli 2017-07-28T00:00:00+02:00 Comunicare il sindacato costituisce la più completa cassetta d'attrezzi disponibile nel panorama editoriale italiano. Una guida che costituisce un indispensabile strumento a disposizione del sindacalista al fine di integrare le capacità acquisite sul campo con una serie di consigli pratici su come migliorarle. Scrivere un volantino, un comunicato stampa, un'e-mail, impostare un manifesto, utilizzare dispositivi informatici, ascoltare attivamente, proporre uno stile comunicativo, intervenire in una riunione, partecipare a un negoziato, parlare in pubblico: ecco i principali momenti in cui si articola la comunicazione sindacale. Per ognuno di questi momenti la presente Guida offre gli strumenti operativi necessari al fine di trasmettere i propri messaggi in maniera chiara, efficace e convincente.

The Elements of Style William Strunk 2012-04-04 This is the book that generations of writers have relied upon for timeless advice on grammar, diction, syntax, and other essentials. In concise terms, it identifies the principal requirements of proper style and common errors.

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