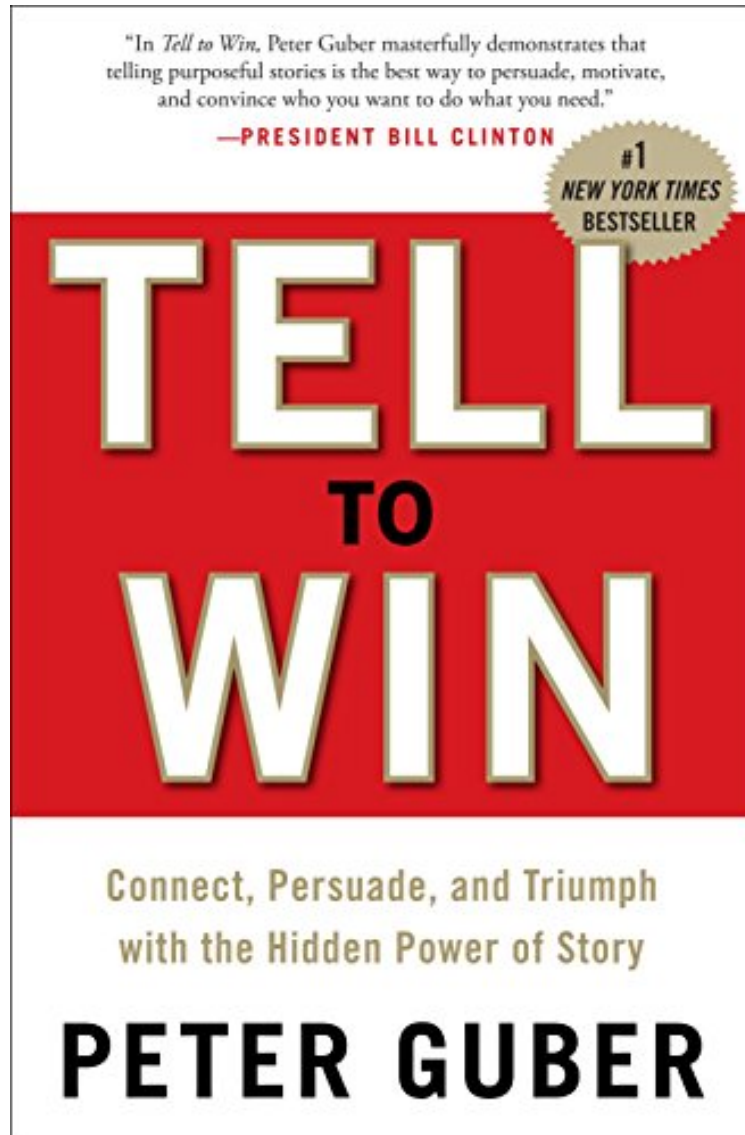


(Free read ebook) Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story

Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story

Peter Guber

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Peter Guber : Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story before purchasing it in order to gauge whether or not it would be worth my time, and all praised Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story:

2 of 2 people found the following review helpful. A comprehensive introduction to the power of storytelling By J. P. Reynolds I was skeptical going into this read as I presumed that it was going to be a glossy, fluff piece of writing about the importance of storytelling. The reviews, though, were convincing and since I coach business professionals in how

to tell a story, I decided at least to take a look at the first chapter. I was immediately hooked! This is both an entertaining and illuminative book. Guber's examples are culled from his own work and while dripping with "big" names, are spot-on. He offers some of the best examples of story's power in any book I've read. While his outlined steps for how to tell a story are not textbook thorough, they clearly offer guidance in how to craft a story. I am enthusiastically recommending this book to clients and students - a true "must read." 1 of 1 people found the following review helpful. A Book So Good, I Bought It Twice! (with one caveat) By James Hiller Got a story to tell? In a profession where you have to convince someone of something? Then "Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story" is the book for you! Tell to Win is all about the power of how story sways people thinking. Whereas an endless parade of facts, however compelling they may be, leads to insomnia (occasionally), a story can achieve the same results, sometimes more quickly and more effectively. Guber lays out the principals of storytelling, and provides an endless supply of stories, both from himself and his multitude of high powered friends (more about this later) that model his structure. The steps are simple to understand, and with a little bit of practice, practical to master. I've already mentally worked on two stories that I can use in my job as a teacher, both in the classroom and with my colleagues. In fact, this style of this book seems that it would be mostly for businesspeople or salespeople. In reality, the implications of this book appeal across the board in any profession. If you ever have to convince someone to your point of view, then storytelling may be the way to do it. The one caveat of the book, which is a minor flaw, which I didn't pick up on when I was reading it on my Kindle, is Guber's incessant name dropping throughout the entire book. Nary a page goes by without him dropping a name and a title of a friend or colleague. In every instance, the name he drops tells a story that illustrates the point, but it certainly is overkill. It wasn't until I bought the book in hardback (wanting to post-it note it and highlight to my hearts content!) that this came to my attention. It's a minor flaw, but noticeable, none-the-less. Yes, I really bought this book twice. I can't recommend this book highly enough to any professional wanting to move their colleagues forward, or even in your private life, trying to moves friends forward. Our brains are hard-wired for story; this book allows you to take advantage of that ability. 3 of 3 people found the following review helpful. Waste of time AND money. By Ncator I purchased Tell To Win to read with a professional group I belong to. We read about six business/personal development books a year. After reading the reviews of this book we felt that it addressed some compelling aspects of communication human interaction. Unfortunately this book has failed to deliver at all. The book begins with a somewhat egotistical attempt at building the authors credibility quickly followed by simplistic, shallow analogies, stories and comparisons all the while injecting "famous" colleagues and individuals with whom Mr Guber has collaborated with to "win" in business. I've struggled through the first 6 chapters and seriously doubt I will invest my time further. If you want to "Tell To Win" join a Toastmasters Club in your area. You'll save \$26 and learn infinitely more from a few meetings. Bottom line: Tell To Win is Over Priced Under Delivers.

Today everyone ndash; whether they know it or not ndash; is in the emotional transportation business. More and more, success is won by creating compelling stories that have the power to move partners, shareholders, customers, and employees to action. Simply put, if you can't tell it, you can't sell it. And this book tells you how to do both. Historically, stories have always been igniters of action, moving people to do things. But only recently has it become clear that purposeful stories ndash; those created with a specific mission in mind ndash; are absolutely essential in persuading others to support a vision, dream or cause.

Peter Guber, whose executive and entrepreneurial accomplishments have made him a success in multiple industries, has long relied on purposeful story telling to motivate, win over, shape, engage and sell. Indeed, what began as knack for telling stories as an entertainment industry executive has, through years of perspiration and inspiration, evolved into a set of principles that anyone can use to achieve their goals. In Tell to Win, Guber shows how to move beyond soulless Power Point slides, facts, and figures to create purposeful stories that can serve as powerful calls to action. Among his techniques: *Capture your audiences attention first, fast and foremost *Motivate your listeners by demonstrating authenticity *Build your tell around "what's in it for them" *Change passive listeners into active participants *Use "state-of-the-heart" technology online and offline to make sure audience commitment remains strong. To validate the power of telling purposeful stories, Guber includes in this book a remarkably diverse number of "voices" ndash; master tellers with whom he's shared experiences. They include YouTube founder Chad Hurley, NBA champion Pat Riley, clothing designer Normal Kamali, "Mission to Mars" scientist Gentry Lee, Under Armour CEO Kevin Plank, former South African president Nelson Mandela, magician David Copperfield, film director Steven Spielberg, novelist Nora Roberts, rock legend Gene Simmons, and physician and author Deepak Chopra. After listening to this extraordinary mix of voices, you'll know how to craft, deliver -- and own ndash; a story that is truly compelling, one capable of turning others into viral advocates for your goal. From the Hardcover edition.

.com Guest er: Tony Hsieh Tony Hsieh is the author of the New York Times bestseller *Delivering Happiness* and CEO of Zappos.com, Inc. In less than 10 years, Zappos has grown from no sales in 1999 to over a billion dollars in gross merchandise sales annually. Our philosophy is to take most of the money that we would have otherwise spent on paid advertising or paid marketing and instead invest it into customer service and the customer experience, and let our customers do the marketing for us through word of mouth. In other words, we're really just in the stories and memories business. From an early age, Peter Guber seems to have intuitively grasped what I slowly learned over my entrepreneurial adventures, which is that the most profitable companies are those that form personal, emotional connections (which we internally refer to as "PEC" at Zappos) with customers. In *Tell to Win*, Guber shows how the stories we tell -- about our companies, our products, and ourselves -- are what elicit people's emotional reactions and drive word of mouth. The book includes plenty of examples and guidance for breaking down how a story gets created and delivered. As I read through the book, I repeatedly had to put the book down to think for awhile, because so many stories in the book sparked new ideas on how to improve our business at Zappos. I hope this book inspires you to create your own "never-ending story" to help take your business to the next level. From Publishers Weekly Former chairman of Sony Pictures and current CEO of Mandalay Entertainment Group, Guber illustrates how powerful storytelling--about yourself or your product--can be the ultimate tool to get the meeting, engage the listener, and close the deal. With brisk and readable anecdotes, the author relates what he's seen and learned in Hollywood, and how his celebrated friends--Bill Clinton, the Dalai Lama, Arianna Huffington, Nelson Mandela, and Frank Sinatra--impressed upon him the power of a well-crafted story or appeal. The celebrity name-dropping lends some glitter to Guber's very reasonable precepts: as he urges the reader to harness the power of metaphor in crafting the core narrative of a pitch or advertising campaign, he refers to how Michael Jackson taught him about drama by making him watch a python slowly stalk a helpless mouse, and how KISS frontman Gene Simmons, son of Holocaust survivors, used his backstory to fuel his ambition and his business strategy. This valuable and inspiring book will help readers deliver an authentic and meaningful story to customers, colleagues, or prospective clients. (Mar.) (c) Copyright PWxyz, LLC. All rights reserved. "In *Tell to Win*, Peter Guber demonstrates that telling purposeful stories is the best way to persuade, motivate and convince who you want to do what you need."--President Bill Clinton "Tell to Win gives great insight into why good storytelling skills are essential for a successful leader. It's both an engaging read and a great practical guide on how to listen, prepare and marshal facts to tell the right kind of story to the right audience."--Robert A. Iger, President and Chief Executive Officer, The Walt Disney Company "Peter Guber has a deep understanding of the lure of story and its capacity to transform--inhale this book so that you may breathe energy and purpose into the lives of others."--Muhammad Yunus, Winner of the 2006 Nobel Peace Prize, author of *Banker to the Poor* "If anyone knows how to survive in business, it's Peter. This book is a manual for that. It gives you the two keys to success -- first, everything starts with a good story, and second, don't drop names (actually Frank Sinatra told me that)."--George Clooney "Incredibly insightful--gets to the heart of why some entrepreneurs who start with a pile of money fail utterly and why others who begin with nothing succeed spectacularly. It's not enough to have a vision or even talent. You need to get others to see the world through your eyes, to buy into your dream--Peter Guber understands that, and in this book he shows you exactly how to do it."--Ian Schrager, Chairman and CEO of Ian Schrager Company, and Co-Founder of Studio 54 "I wish I had this book when I was starting out, trying to break through. It's not just a business book, it's a life book. Buy it, and you'll hit all the right notes." --Quincy Jones, Winner of 27 Grammy Awards "For too long in our offices and boardrooms, story has been...