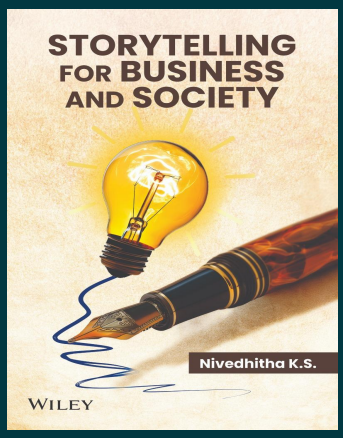
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Storytelling for Business and Society

By Nivedhitha K.S

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Description

Storytelling for Business and Society explores storytelling as both art and science, revealing its power to shape behaviors, cultures, and communities. The book demystifies myths, explores Eastern and Western narratives, and introduces techniques, frameworks, and diversified mediums—from photography to voice—while envisioning the future of storytelling. It examines storytelling's dual role as protagonist and antagonist and offers pragmatic preventive measures.

Practical application of concepts such as narrative economics, placemaking, and folklore is explored through fairytale and literary references, research evidence, archetypes, anecdotes, exercises and reflections. Blending timeless narratives with modern insights, it equips students, professionals, and entrepreneurs to craft impactful stories, embrace diversity, navigate cross-cultural challenges, influence stakeholders, and drive transformation. A companion and critique for personal and professional growth.

About the Author

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