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In story-driven marketing, it's important that the protagonist's action seems reasonable to the audience. The authors

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emphasize that, as the storyteller, you must understand your character and their motivations in detail in order to write actions for them that feel authentic to the consumer. Stage 6: The First Reaction

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After successfully guiding organizations as diverse as Samsung, Marriott International, Philips, Microsoft, Nike,

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IBM, and Siemens to transform their marketing from an ad-centric to story-centric approach, McKee and Gerace now bring this knowledge to business leaders and entrepreneurs alike.

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Automatic "If you want a clear and concise look at how modern brands are connecting with their customers today, Storynomics is it."-- Brian Moody, Executive Editor, Autotrader

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Storynomics illuminates what story is, why story works and, most importantly, how storytelling in business translates into economic and leadership success. Sign up for a seminar today. Category

## **Storynomics — Hook, Hold, and Reward Your Customers with Story-Driven Marketing**

In 2018, McKee partnered with digital marketer and Skyword CEO Tom Gerace to write Storynomics: Story-Driven Marketing in the Post-Advertising World. Storynomics, and the accompanying seminar, instructs leaders, managers and marketers how to use story in strategic management, brand management, and business communications.

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## **Robert McKee - Wikipedia**

Storynomics: Story-Driven Marketing in the Post-Advertising World Robert McKee & Thomas Gerace's new book

Storynomics translates the lessons of storytelling in business into economic and leadership success. McKee distils a lifetime of narrative insight into the Eight Essential Steps of Story structure.

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