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Storytelling: Branding in practice By Klaus Fog Summary by Kim Hartman This is a summary of what I think is the most important and insightful parts of the book. I can't speak for anyone else and I strongly recommend you to read the book in order to grasp the concepts written here.

### **Storytelling: Branding in practice - Kim Hartman**

The most effective use of storytelling as a branding tool is to adopt a holistic approach and seek to use the two approaches in ways that support the central brand message. In so doing the core story becomes the common denominator for the company's internal and external communication.

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Storytelling as a Branding Concept As storytelling increasingly catches the eye of the business community, the mantra has become: companies must tell a story that beats a path to the heart of the consumer.

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### **Storytelling Branding In Practice | Download eBook PDF/EPUB**

The essential brand persona: storytelling and branding Stephen Herskovitz and Malcolm Crystal Introduction: storytelling and branding Storytelling is a well known and ancient art form.

### **The essential brand persona: storytelling and branding**

brand development and marketing at large. A quick browse of traditional branding literature or marketing in general does not yield topics on storytelling as part of the body of concepts that underpin both the conceptualisation and practice. Storytelling has been associated with

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### **Storytelling | SpringerLink**

This is the epitome of brand marketing success. 45% of a brandâ€™s image can be attributed to what it says and how it says it. This is why storytelling is an integral aspect of any successful brand marketing strategy.

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