

# Business Storytelling for Dummies

*author: Karen Dietz PhD, Lori L. Silverman*

---

2026-06

## Synopsis

---

| author     | Karen Dietz PhD, Lori L. Silverman |
|------------|------------------------------------|
| readBy     | Dina Pearlman                      |
| inLanguage | english                            |

Use storytelling to influence people and move them to action. Need to get your point across? Get staff on board with change? Foster collaboration? Increase sales? Strengthen employee engagement? Build customer loyalty? Drive innovation and creativity? Capture best practices? Align people around a goal? Grow your business? *Business Storytelling for Dummies* can help you do this - and more. Pre-order your copy today!

Discover:

- Expert advice with real-world examples
- Proven case studies, tips, and templates
- How to get results by capturing, crafting, telling stories
- And more

## Reader's comments

---

comment 1:

â€"â€" ()