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Storytelling on Steroids: 10 stories that hijacked the pop culture conversation

By John Weich



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Storytelling is pop culture's 'weapon' of choice to connect, engage and ultimately convince. Every TV ad a compelling movie? Every Facebook post a contagious piece of content? Every infographic a work of art? Yes, please. Tell me where to sign up!

Right now, this very minute, a junior copywriter is adding “storyteller” to his Facebook profile. There is a gaming developer doing the same on LinkedIn. A PR agent is casually including “teller of stories” in his Twitter bio. Graphic designers, journalists, editors, broadcasters, coders, model makers, set designers, ginormous brands, ocean explorers, astronauts, schoolteachers, CEOs, marketing directors, creative consultants and trend watchers are peppering their websites, blogs and email signatures with the word “storytelling.”

In *Storytelling on Steroids*, editor and adman John Weich finds out why. Where did all this storytelling come from? Why are so many professionals suddenly so eager to spread the storytelling gospel? And who blazed the trail for an Age of Storytelling in mainstream communication?

In his compact, fast-moving book, Weich explores the iconic brands, cultural movements and social technologies that have contributed most to storytelling's rise in mainstream creativity and communication. Along the way, he calls out countless pop culture darlings to make his case: Batman, Banksy, Tomb Raider, TED Talks, Radiohead, Jay-Z, BMW and New York Times infographics. He even raves about a powerful little campaign about the worst hotel in the world.

What we're experiencing isn't a radical new movement but a storytelling renaissance, one fueled by addictive technologies, the abundance of choice and ... you! You and the billion others engaged in the most massive and shamelessly personal storytelling experiment in the history of humankind: social media.



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Editorial Review

Review

"Need to enhance your brand's performance? Take this steroid."

-Rob Schwartz, Global Creative President TBWA Worldwide

"Storytelling on Steroids will give even the most ad-hardened civilians a great insight into how the modern world works."

- Wallpaper magazine

"John Weich has written an exceptionally well crafted book that delves into the motivation, craft, timing, culture, mechanics and myths of modern storytelling. By drilling down into specific case studies, he's provided insight to inspire rather than a roadmap to mindlessly follow. A must read for those looking to create and connect in this space."

- Susan Bonds, CEO & Founder, 42 Entertainment

From the Inside Flap

As if out of nowhere, storytelling has become pop culture's favorite buzzword, and the communication industry's 'weapon' of choice. In *Storytelling on Steroids*, editor and adman John Weich finds out why. Where did all this storytelling come from? Why are so many creative professionals suddenly so eager to spread the storytelling gospel? And who blazed the trail for an Age of Storytelling?

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For over two decades John Weich has toed the line between editorial and advertising. A former senior editor of pop culture publications like *Wallpaper*, *34* and *ArtReview* and a storyteller for brands like Starbucks, Nike, Heineken and Adidas, Weich occupies a unique industry position in his ability to link what brands want to say with what people actually want to hear.

From the Back Cover

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Users Review

From reader reviews:

Charles Montiel:

Do you certainly one of people who can't read pleasurable if the sentence chained in the straightway, hold on guys that aren't like that. This Storytelling on Steroids: 10 stories that hijacked the pop culture conversation book is readable simply by you who hate the straight word style. You will find the information here are arrange for enjoyable examining experience without leaving perhaps decrease the knowledge that want to provide to you. The writer regarding Storytelling on Steroids: 10 stories that hijacked the pop culture conversation content conveys objective easily to understand by a lot of people. The printed and e-book are not different in the articles but it just different in the form of it. So , do you continue to thinking Storytelling on Steroids: 10 stories that hijacked the pop culture conversation is not loveable to be your top checklist reading book?

Sandra Romero:

Reading a reserve tends to be new life style with this era globalization. With reading through you can get a lot of information which will give you benefit in your life. Along with book everyone in this world can certainly share their idea. Ebooks can also inspire a lot of people. Many author can inspire their own reader with their story or maybe their experience. Not only situation that share in the ebooks. But also they write about advantage about something that you need example of this. How to get the good score toefl, or how to teach your children, there are many kinds of book that you can get now. The authors nowadays always try to improve their talent in writing, they also doing some analysis before they write to the book. One of them is this Storytelling on Steroids: 10 stories that hijacked the pop culture conversation.

Jean Gaitan:

Reading can called imagination hangout, why? Because when you are reading a book especially book entitled Storytelling on Steroids: 10 stories that hijacked the pop culture conversation the mind will drift away trough every dimension, wandering in each aspect that maybe unidentified for but surely can be your mind friends. Imaging just about every word written in a reserve then become one contact form conclusion and explanation that maybe you never get just before. The Storytelling on Steroids: 10 stories that hijacked the pop culture conversation giving you one more experience more than blown away your mind but also giving you useful data for your better life on this era. So now let us teach you the relaxing pattern at this point is your body and mind are going to be pleased when you are finished reading through it, like winning a game. Do you want to try this extraordinary investing spare time activity?

Antonio Sisson:

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