

Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future

By Jonah Sachs

Download now

Read Online →

Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future By Jonah Sachs


Trying to get your message heard? Build an iconic brand? Welcome to the battlefield.

The story wars are all around us. They are the struggle to be heard in a world of media noise and clamor. Today, most brand messages and mass appeals for causes are drowned out before they even reach us. But a few consistently break through the din, using the only tool that has ever moved minds and changed behavior—great stories.

With insights from mythology, advertising history, evolutionary biology, and psychology, viral storyteller and advertising expert Jonah Sachs takes readers into a fascinating world of seemingly insurmountable challenges and enormous opportunity. You'll discover how:

- Social media tools are driving a return to the oral tradition, in which stories that matter rise above the fray
- Marketers have become today's mythmakers, providing society with explanation, meaning, and ritual
- Memorable stories based on timeless themes build legions of eager evangelists
- Marketers and audiences can work together to create deeper meaning and stronger partnerships in building a better world
- Brands like Old Spice, *The Story of Stuff*, Nike, the Tea Party, and Occupy Wall Street created and sustained massive viral buzz

Winning the Story Wars is a call to arms for business communicators to cast aside broken traditions and join a revolution to build the iconic brands of the future. It puts marketers in the role of heroes with a chance to transform not just their craft but the enterprises they represent. After all, success in the story wars doesn't come just from telling great stories, but from learning to live them.

 [Download Winning the Story Wars: Why Those Who Tell \(and Li ...pdf](#)

 [Read Online Winning the Story Wars: Why Those Who Tell \(and ...pdf](#)

Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future

By Jonah Sachs

Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future By Jonah Sachs

Trying to get your message heard? Build an iconic brand? Welcome to the battlefield.

The story wars are all around us. They are the struggle to be heard in a world of media noise and clamor. Today, most brand messages and mass appeals for causes are drowned out before they even reach us. But a few consistently break through the din, using the only tool that has ever moved minds and changed behavior—great stories.


With insights from mythology, advertising history, evolutionary biology, and psychology, viral storyteller and advertising expert Jonah Sachs takes readers into a fascinating world of seemingly insurmountable challenges and enormous opportunity. You'll discover how:

- Social media tools are driving a return to the oral tradition, in which stories that matter rise above the fray
- Marketers have become today's mythmakers, providing society with explanation, meaning, and ritual
- Memorable stories based on timeless themes build legions of eager evangelists
- Marketers and audiences can work together to create deeper meaning and stronger partnerships in building a better world
- Brands like Old Spice, *The Story of Stuff*, Nike, the Tea Party, and Occupy Wall Street created and sustained massive viral buzz

Winning the Story Wars is a call to arms for business communicators to cast aside broken traditions and join a revolution to build the iconic brands of the future. It puts marketers in the role of heroes with a chance to transform not just their craft but the enterprises they represent. After all, success in the story wars doesn't come just from telling great stories, but from learning to live them.

Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future By Jonah Sachs Bibliography

- Sales Rank: #51388 in Books
- Brand: Brand: Harvard Business Review Press
- Published on: 2012-07-10
- Original language: English
- Number of items: 1
- Dimensions: 9.75" h x 7.00" w x 1.25" l, 1.28 pounds
- Binding: Hardcover
- 288 pages

 [Download Winning the Story Wars: Why Those Who Tell \(and Li ...pdf](#)

 [Read Online Winning the Story Wars: Why Those Who Tell \(and ...pdf](#)

Download and Read Free Online *Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future* By Jonah Sachs

Editorial Review

Review

“*Story Wars* is a thorough guide for the novice or even practiced storytellers in all of us. Sachs offers story structures, ways of thinking about characters and messages. He pulls artfully from recent brand successes from companies including Nike and Apple. And he tells a few good stories along the way.” — **Forbes**

“Sachs is full of ideas and strategies to help readers give their brands the rare, compelling story that will raise their message above the melee of advertising noise... the ideas are powerful and solid, and will make inspiring reading for marketing professionals looking to set their stories apart.” — **Publishers Weekly**

“In this timely, practical, perceptive, and thought-provoking book, Sachs (CEO, Free Range Studios) does a remarkable job trumpeting storytelling as a means by which people can effectively influence others.” — **CHOICE**

“The book is an interesting blend of marketing and advertising history, mythology, and psychology that pulled me in and kept me turning the pages... the eye-catching illustrations of Drew Beam. Beam's artwork combined with Sachs's writing style kept me glued to the pages... this one has earned a place on my bookshelf and a noteworthy position on my leadership development reading list.” — **T+D magazine, American Society for Training & Development**

“This fast-paced entertaining book takes on storytelling from the POV of a 24/7 information culture and shares the strategies and tactics that fuel today's most compelling content.” — **Ketchum PR, On the Bookshelf: New Year Reads**

“Sachs offers a step-by-step guide to corporate storytelling, showing how brands can use recognizable characters, such as "freaks, cheats and familiars" to create instantly relatable campaigns... Marketers who are able to define the core values of a brand then use them to engage the target audience in a compelling, relatable story are the ones who will thrive in the new media landscape of the "digital" age.” — **Warc**

“His investigation also unveiled a process to help others create winning stories that he shares with great depth and charm in this book.” — **800 CEO READ**

“To influence this brave new world, first convince the global media marketplace of your story. The better the story, the better chance of making people think differently.” — **Quantas magazine**

“In the often superficial, deceptive world of marketing and advertising, social innovator Jonah Sachs is an individual with a conscience... Sachs's engaging work is a call to arms for anyone who works to influence consumer choices.” — **getAbstract**

ADVANCE PRAISE for *Winning the Story Wars*:

Dan Heath, coauthor, *Switch* and *Made to Stick*—

“Jonah Sachs knows stories. He's responsible for some of the most popular and respected viral messages of all time: *The Story of Stuff*, *The Meatrix*, *Grocery Store Wars*, and others. This book is a storytelling call to

arms, an appeal to tell the stories that matter. So read *Winning the Story Wars*—and join the fray.”

Nick Coe, CEO, Bath & Body Works; former President, Land’s End—

“History is written by the winners. And as Jonah Sachs makes abundantly clear, it is now being written by the marketers, the new mythmakers of our time. Whatever your product or your cause, if you want it to succeed, read this wise and enlightening book.”

Kumi Naidoo, Executive Director, Greenpeace International—

“*Winning the Story Wars* will convince you that storytelling is the most powerful way to move people to action. And it will teach you to use that power to orient our world to a more positive future. If you’re ready to be a great storyteller, read this book.”

Deepak Chopra, founder, The Chopra Foundation—

“Great leaders transform the world through stories that inspire hope, stability, trust, compassion, and authenticity. This important and thought-provoking book shows that leadership in marketing will require the living and telling of such stories as well.”

Bill Bradley, former US Senator; Managing Director, Allen & Company—

“We know about who we are both individually and as a society through stories. In this brilliant book, Jonah Sachs tells us how we lost our storytelling capacity and how we must regain it, constructing our own myths and living the truth of the stories we tell.”

Paul Hawken, author, *The Ecology of Commerce and Blessed Unrest*—

“In the current maelstrom of media babble and corporate deceit, Jonah Sachs makes sense where none appears to exist. *Winning the Story Wars* explains why we respond to lies—whether in political or product ads, campaigns or speeches—and how truth ultimately trumps all. This remarkable book delivers on that rare promise of changing how you see the world.”

About the Author

About the Author: Jonah Sachs.

As the cofounder and CEO of Free Range Studios, Sachs has helped hundreds of major brands and causes break through the media noise with unforgettable campaigns. His work on renowned viral videos including *The Matrix* and *The Story of Stuff* have brought key social issues to the attention of more than sixty-five million people online. A constant innovator, his studio’s websites and stories have taken top honors three times at the South by Southwest Interactive Festival. Sachs’s work and opinions have been featured in a variety of media, including the *New York Times*, NPR, and *Fast Company* magazine, which named him one of its fifty most influential social innovators.

About the Illustrator: Drew Beam

Drew Beam is the Innovation Director at Free Range Studios, where he helps clients see the future and leap into it. After earning his BFA at Rhode Island School of Design (RISD), Beam built a successful career creating visuals and innovation strategies for dozens of *Fortune* 500 companies. His illustrations have been published by Time Warner Books, Penguin Books, and *Rolling Stone* magazine, to name just a few.

Users Review

From reader reviews:

Luisa Johnson:

This *Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future* usually are reliable for you who want to be a successful person, why. The reason why of this *Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future* can be on the list of great books you must have is giving you more than just simple reading food but feed an individual with information that perhaps will shock your earlier knowledge. This book is definitely handy, you can bring it everywhere you go and whenever your conditions in the e-book and printed types. Beside that this *Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future* forcing you to have an enormous of experience for instance rich vocabulary, giving you tryout of critical thinking that we understand it useful in your day action. So , let's have it and revel in reading.

Curtis Tyson:

Reading a book tends to be new life style on this era globalization. With reading you can get a lot of information that will give you benefit in your life. Along with book everyone in this world could share their idea. Books can also inspire a lot of people. A great deal of author can inspire their own reader with their story as well as their experience. Not only the storyline that share in the guides. But also they write about the ability about something that you need instance. How to get the good score toefl, or how to teach children, there are many kinds of book that you can get now. The authors these days always try to improve their ability in writing, they also doing some investigation before they write with their book. One of them is this *Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future*.

Sally Rose:

This *Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future* is fresh way for you who has curiosity to look for some information given it relief your hunger details. Getting deeper you into it getting knowledge more you know or else you who still having tiny amount of digest in reading this *Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future* can be the light food to suit your needs because the information inside this book is easy to get by means of anyone. These books develop itself in the form and that is reachable by anyone, yep I mean in the e-book type. People who think that in publication form make them feel sleepy even dizzy this e-book is the answer. So there isn't any in reading a book especially this one. You can find what you are looking for. It should be here for anyone. So , don't miss the item! Just read this e-book sort for your better life along with knowledge.

Emmett Willett:

Do you like reading a book? Confuse to looking for your favorite book? Or your book seemed to be rare? Why so many issue for the book? But any kind of people feel that they enjoy regarding reading. Some people likes reading through, not only science book but additionally novel and *Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future* or others sources were given information for you. After you know how the fantastic a book, you feel need to read more and more. Science publication was created for teacher or perhaps students especially. Those guides are helping them to add their knowledge. In other case, beside science e-book, any other book likes *Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future* to make your spare time much more colorful. Many types of

book like this one.

Download and Read Online Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future By Jonah Sachs #LQ1GZ2BJH3T

Read Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future By Jonah Sachs for online ebook

Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future By Jonah Sachs Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future By Jonah Sachs books to read online.

Online Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future By Jonah Sachs ebook PDF download

Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future By Jonah Sachs Doc

Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future By Jonah Sachs Mobipocket

Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future By Jonah Sachs EPub

LQ1GZ2BJH3T: Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future By Jonah Sachs