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Creating Signature Stories shows organizations how to introduce storytelling into their strategic messaging, and guides organizations to find, or even create, signature stories and leverage them over time. With case studies built into every chapter, organizations will realize the power of storytelling to energize readers, gain visibility, persuade audiences, and inspire action.

Signature stories—intriguing, authentic, and involving narratives—apply the power of stories to communicate a strategic message. Marketing professionals, coping with the digital revolution and the need to have their strategic message heard internally and externally, are realizing that a digital strategy revolves around content and that content is stories.

A signature story needs to: Be intriguing —some combination of thought-provoking, novel, provocative, interesting, informative, newsworthy or... Be authentic —the audience cannot perceive the story to be phony, contrived or a transparent selling effort. Further,... Be involving —the audience member ...

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This old adage has never been truer — especially for B2B marketers trying to capture attention in a cluttered digital landscape. That's why David Aaker, author of "Creating Signature Stories:

Strategic Messaging that Energizes, Persuades and Inspires" says it's never been more important for marketers to apply the power of storytelling.

The concept of a signature story – an intriguing, authentic, involving narrative – applies the power of stories to strategic messaging. Communicating the organization's brand vision, values and strategy is a way to create a connection with customers and inspire and guide employees; something that is nearly impossible to do with a set of facts. Learning to create and leverage signature stories has truly become a "must have" management competence.

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Create intriguing, authentic and involving narratives that include a strategic message. A signature story is not simply a set of facts, but can motivate facts that support the message. It differs from tactical messaging in that it involves communicating the brand vision, organizational values and culture, a business strategy, or a value proposition with a long-term perspective. Final Thoughts

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