



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.



 [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:

Elias Rosser:

The feeling that you get from Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future could be the more deep you looking the information that hide into the words the more you get considering reading it. It doesn't mean that this book is hard to comprehend but Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future giving you buzz feeling of reading. The article writer conveys their point in specific way that can be understood by anyone who read the idea because the author of this book is well-known enough. That book also makes your own personal vocabulary increase well. So it is easy to understand then can go along, both in printed or e-book style are available. We suggest you for having that Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future instantly.

Sarah Alexander:

People live in this new moment of lifestyle always aim to and must have the extra time or they will get lot of stress from both daily life and work. So , whenever we ask do people have spare time, we will say absolutely without a doubt. People is human not a robot. Then we question again, what kind of activity do you possess when the spare time coming to you of course your answer can unlimited right. Then ever try this one, reading textbooks. It can be your alternative inside spending your spare time, typically the book you have read is Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future.

Cora Conte:

This Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future is great reserve for you because the content that is full of information for you who always deal with world and also have to make decision every minute. This kind of book reveal it details accurately using great plan word or we can point out no rambling sentences inside. So if you are read this hurriedly you can have whole data in it. Doesn't mean it only gives you straight forward sentences but tough core information with wonderful delivering sentences. Having Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future in your hand like having the world in your arm, facts in it is not ridiculous 1. We can say that no e-book that offer you world with ten or fifteen minute right but this publication already do that. So , this really is good reading book. Hey Mr. and Mrs. active do you still doubt this?

Ellis Dunn:

The book untitled Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future contain a lot of information on the item. The writer explains the girl idea with easy way. The language is very straightforward all the people, so do not worry, you can easy to read it. The book was written by famous author. The author gives you in the new period of time of literary works. It is possible to read this book because you can read on your smart phone, or gadget, so you can read the book with anywhere and anytime. If you want to buy the e-book, you can open their official web-site along with order it. Have a nice learn.

Download and Read Online Winning the Story Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Future By Jonah Sachs #Z30UL7A4OES

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