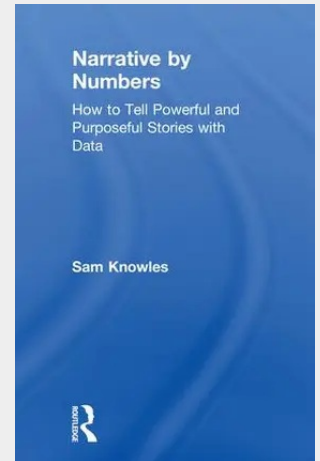


Narrative by Numbers

How to Tell Powerful and Purposeful Stories with Data

Shortlisted for the Business Book of the Year Awards in the Sales and Marketing category. As jobs become increasingly similar, there are two skills that everyone needs if they're going to thrive. These are the ability to interrogate and make sense of data, and the ability to use insights extracted from data to persuade others to act. Analytics + storytelling = influence. Humans are hardwired to respond to stories and story structure. Stories are how we make sense of and navigate the world. We respond best to stories that are based on evidence. But storytellers need to use data as the foundation of stories, not as the actual stories themselves. To be truly impactful, rational facts need to be presented with a veneer of emotion. The Big Data revolution means more data is available than ever. The trouble is, most people aren't very numerate or good at statistics. Many find it hard to look at data and extract insights. Meanwhile, those for whom numbers hold no fear don't always make the best storytellers. They mistakenly believe they need to prove their point by showing their workings. There are some simple and effective rules of data-driven storytelling that help everyone tell more compelling, evidence-based stories, whoever they need to convince. Narrative by Numbers shows you how.



Auf Anfrage

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780815353157
Medium: Buch
ISBN: 978-0-8153-5315-7
Verlag: Taylor & Francis
Erscheinungstermin: 03.04.2018
Sprache(n): Englisch
Auflage: 1. Auflage 2018
Serie: Using Data Better
Produktform: Gebunden
Gewicht: 282 g
Seiten: 176
Format (B x H): 129 x 198 mm

