

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

By John Weich

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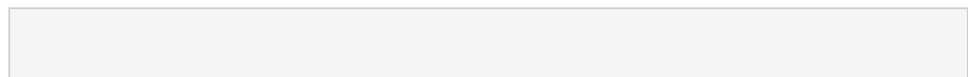
Storytelling is pop culture’s ‘weapon’ of choice to connect, engage and ultimately convince. Every TV ad a compelling movie? Every Facebook post a contagious piece of content? Every infographic a work of art? Yes, please. Tell me where to sign up!

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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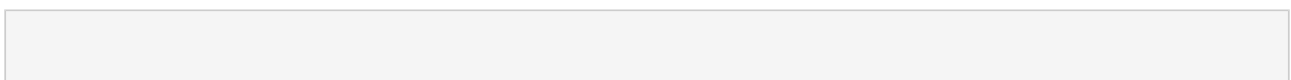
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Bibliography

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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:

Wendell Nadeau:

In this 21st hundred years, people become competitive in each way. By being competitive currently, people have do something to make these people survives, being in the middle of the particular crowded place and notice through surrounding. One thing that oftentimes many people have underestimated this for a while is reading. That's why, by reading a e-book your ability to survive boost then having chance to stand than other is high. To suit your needs who want to start reading the book, we give you this Storytelling on Steroids: 10 stories that hijacked the pop culture conversation book as beginner and daily reading publication. Why, because this book is usually more than just a book.

Carolyn Rodriguez:

The particular book Storytelling on Steroids: 10 stories that hijacked the pop culture conversation has a lot of information on it. So when you check out this book you can get a lot of profit. The book was written by the very famous author. The writer makes some research before write this book. This particular book very easy to read you can get the point easily after scanning this book.

David Yoon:

Reading a book to become new life style in this 12 months; every people loves to examine a book. When you learn a book you can get a lot of benefit. When you read publications, you can improve your knowledge, because book has a lot of information upon it. The information that you will get depend on what forms of book that you have read. If you would like get information about your review, you can read education books, but if you act like you want to entertain yourself you can read a fiction books, this sort of us novel, comics, and soon. The Storytelling on Steroids: 10 stories that hijacked the pop culture conversation provide you with a new experience in examining a book.

Tommy Worm:

Do you like reading a guide? Confuse to looking for your chosen book? Or your book was rare? Why so many problem for the book? But any people feel that they enjoy with regard to reading. Some people likes examining, not only science book but novel and Storytelling on Steroids: 10 stories that hijacked the pop culture conversation or perhaps others sources were given expertise for you. After you know how the great a book, you feel want to read more and more. Science publication was created for teacher or even students especially. Those textbooks are helping them to add their knowledge. In some other case, beside science guide, any other book likes Storytelling on Steroids: 10 stories that hijacked the pop culture conversation to make your spare time a lot more colorful. Many types of book like this one.

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