



Será mejor que lo cuentes (Gestión del conocimiento) (Spanish Edition)

Antonio Núñez López

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¿Por qué hay personas que convencen más rápidamente que otras? ¿Cómo logran seducirnos los discursos políticos? ¿Por qué hay campañas publicitarias que recordamos de memoria y otras las olvidamos en el acto? ¿Cómo consiguen hacernos vibrar algunas presentaciones?

La respuesta está en la forma en la que el mensaje está contado. Los relatos logran que transformemos simples datos en emociones y sensaciones genuinamente personales. Mediante la narración conseguiremos seducir a nuestra audiencia y hacer que invierta su tiempo en nosotros. Utilizando divertidos ejemplos del mundo del cine, la política, Internet o la prensa del corazón, Antonio Núñez nos revela los secretos del *storytelling* o arte de crear relatos. Con *Será mejor que lo cuenten* descubriremos la decisiva influencia de los relatos en el mundo empresarial y en nuestras vidas. Aprenderemos que nuestro éxito personal depende de cómo contemos y nos contemos la realidad.

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