



# Storytelling. Líderes Narradores de Histórias (Portuguese Edition)

*Gislayne Avelar Matos*

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A contação de histórias e a construção de narrativas vêm sendo utilizadas pelas empresas como ferramentas de gestão desde o final dos anos 1990. Inicialmente nos EUA, a seguir na Europa e, mais recentemente, no Brasil. A disseminação desta prática pelo mundo é consequência da sua eficácia em trabalhar a construção da memória e da cultura organizacional, a humanização do ambiente de trabalho e, até mesmo, incremento das vendas e alavancagem do marketing. Storytelling, Líderes Narradores de Histórias surge com o intuito de explicar como e porquê essa ferramenta poderosa pode ser aplicada à realidade das organizações. E sua grande inovação está em instruir a melhor maneira de aplicar adequadamente as histórias tradicionais como instrumento eficiente para gestão. O livro reflete a qualificada experiência de Gyslane Matos que, intercalando conteúdo prático, histórias tradicionais e relatos pessoais, dá-nos a oportunidade de conhecer e entender a história das histórias e como trazê-las ao interior das organizações. Público-alvo: Leitura indicada para os profissionais que desejam lançar mão de um recurso eficiente de comunicação. Ano de lançamento: 2010

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