

Practical Storytelling

How to Use Stories to Build Strong
Business and Personal Relationships

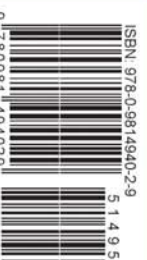
Dominic R Villari

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The idea of using stories in our daily lives is embedded into the human condition. People are instinctively drawn to both hearing stories and telling stories. Practical Storytelling explains the mechanics of how and why stories work and provides step-by-step processes to help you create and tell stories to improve your business and personal relationships. The example stories presented in the book, including the central story, "Tan's Tile" were chosen to demonstrate aspects of these models and processes. The book breaks a story down into a set of core components and explains how you can construct each one. You'll learn to implement stories in business and social settings including sales, marketing, meetings, training and more. This hands on guide also includes a glossary, exercises, worksheets and sample stories.

About the Author

Dominic R. Villari was born in Riverside, New Jersey in 1971. He studied communications and multimedia at Rider College and Boston University. In these formidable years he was heavily influenced by the writing of South American magical realists such as Gabriel Garcia Marquez and Jorge Borges. After earning a masters degree, Dominic spent several years as an instructional designer. He has also worked as a graphic designer and interactive developer. Throughout his eclectic career and interests he has always remained a storyteller. After specializing in non-fiction writing for several years, in 2007 Dominic returned to the magical realist genre with his new novel the Ginger Bread Man.



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