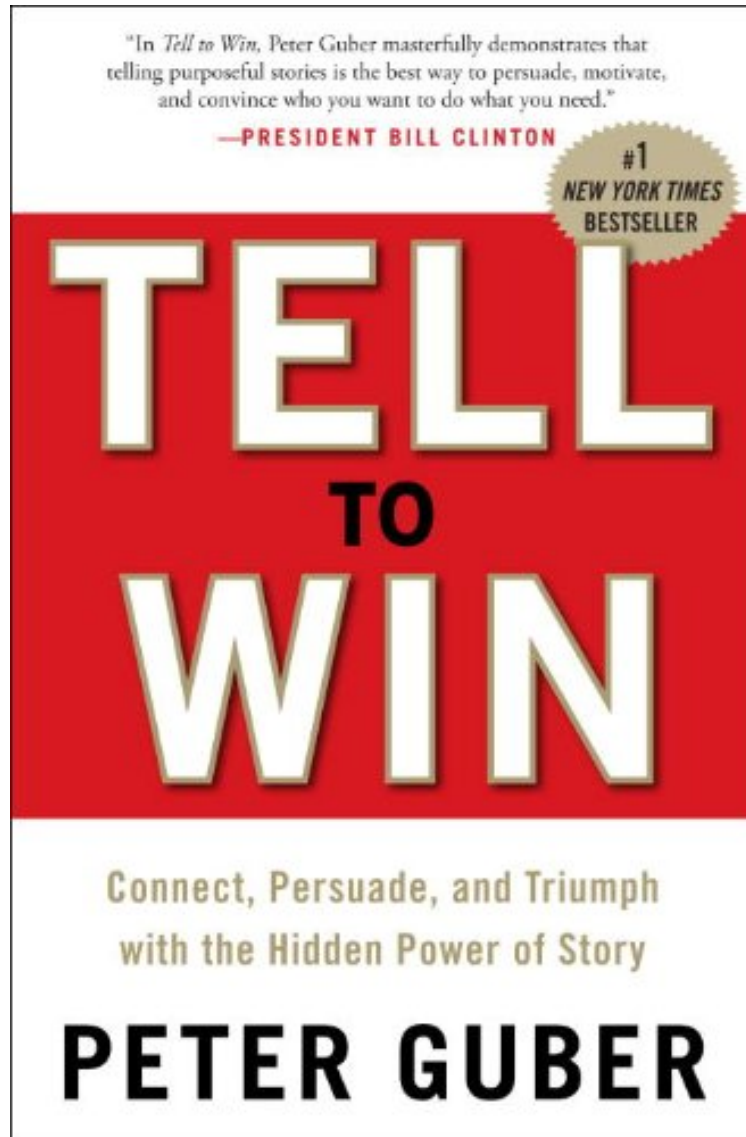


Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story

Peter Guber

*ebooks / Download PDF / *ePub / DOC / audiobook*



[Download](#)

[Read Online](#)

#241726 in Books Crown Business 2011-03-01 2011-03-01 Original language: English PDF # 1 9.50 x 1.10 x 6.50l, 1.12 #File Name: 0307587959272 pages Great product! | File size: 51.Mb

Peter Guber : Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story before purchasing it in order to gage whether or not it would be worth my time, and all praised Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story:

2 of 2 people found the following review helpful. A comprehensive introduction to the power of storytellingBy J. P.

ReynoldsI was skeptical going into this read as I presumed that it was going to be a glossy, fluff piece of writing about the importance of storytelling. The reviews, though, were convincing and since I coach business professionals in how to tell a story, I decided at least to take a look at the first chapter. I was immediately hooked!This is both an entertaining and illuminative book. Guber's examples are culled from his own work and while dripping with "big" names, are spot-on. He offers some of the best examples of story's power in any book I've read.While his outlined steps for how to tell a story are not textbook thorough, they clearly offer guidance in how to craft a story.I am enthusiastically recommending this book to clients and students - a true "must read."1 of 1 people found the following review helpful. A Book So Good, I Bought It Twice! (with one caveat)By James HillerGot a story to tell? In a profession where you have to convince someone of something? Then "Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story" is the book for you!Tell to Win is all about the power of how story sways people thinking. Whereas an endless parade of facts, however compelling they may be, leads to insomnia (occasionally), a story can achieve the same results, sometimes more quickly and more effectively. Guber lays out the principals of storytelling, and provides an endless supply of stories, both from himself and his multitude of high powered friends (more about this later) that model his structure.The steps are simple to understand, and with a little bit of practice, practical to master. I've already mentally worked on two stories that I can use in my job as a teacher, both in the classroom and with my colleagues. In fact, this style of this book seems that it would be mostly for businesspeople or salespeople. In reality, the implications of this book appeal across the board in any profession. If you ever have to convince someone to your point of view, then storytelling may be the way to do it.The one caveat of the book, which is a minor flaw, which I didn't pick up on when I was reading it on my Kindle, is Guber's incessant name dropping throughout the entire book. Nary a page goes by without him dropping a name and a title of a friend or colleague. In every instance, the name he drops tells a story that illustrates the point, but it certainly is overkill. It wasn't until I bought the book in hardback (wanting to post-it note it and highlight to my hearts content!) that this came to my attention. It's a minor flaw, but noticeable, none-the-less.Yes, I really bought this book twice. I can't recommend this book highly enough to any professional wanting to move their colleagues forward, or even in your private life, trying to moves friends forward. Our brains are hard-wired for story; this book allows you to take advantage of that ability.3 of 3 people found the following review helpful. Waste of time AND money.By NcatorI purchased Tell To Win to read with a professional group I belong to. We read about six business/personal development books a year. After reading the reviews of this book we felt that it addressed some compelling aspects of communication human interaction. Unfortunately this book has failed to deliver at all. The book begins with a somewhat egotistical attempt at building the authors credibility quickly followed by simplistic,shallow analogies, stories and comparisons all the while injecting "famous" colleagues and individuals with whom Mr Guber has collaborated with to "win" in business. I've struggled through the first 6 chapters and seriously doubt I will invest my time further. If you want to "Tell To Win" join a Toastmasters Club in your area. You'll save \$26 and learn infinitely more from a few meetings. Bottom line: Tell To Win is Over Priced Under Delivers.

Today everyone--whether they know it or not--is in the emotional transportation business. More and more, success is won by creating compelling stories that have the power to move partners, shareholders, customers, and employees to action. Simply put, if you cant tell it, you cant sell it. And this book tells you how to do both. Historically, stories have always been igniters of action, moving people to do things. But only recently has it become clear that purposeful stories--those created with a specific mission in mind--are absolutely essential in persuading others to support a vision, dream or cause. Peter Guber, whose executive and entrepreneurial accomplishments have made him a success in multiple industries, has long relied on purposeful story telling to motivate, win over, shape, engage and sell. Indeed, what began as knack for telling stories as an entertainment industry executive has, through years of perspiration and inspiration, evolved into a set of principles that anyone can use to achieve their goals. In Tell to Win, Guber shows how to move beyond soulless Power Point slides, facts, and figures to create purposeful stories that can serve as powerful calls to action. Among his techniques: *Capture your audiences attention first, fast and foremost*Motivate your listeners by demonstrating authenticity*Build your tell around whats in it for them*Change passive listeners into active participants*Use state-of-the-heart technology online and offline to make sure audience commitment remains strong To validate the power of telling purposeful stories, Guber includes in this book a remarkably diverse number of voices--master tellers with whom hes shared experiences. They include YouTube founder Chad Hurley, NBA champion Pat Riley, clothing designer Normal Kamali, Mission to Mars scientist Gentry Lee, Under Armour CEO Kevin Plank, former South African president Nelson Mandela, magician David Copperfield, film director Steven Spielberg, novelist Nora Roberts, rock legend Gene Simmons, and physician and author Deepak Chopra. After listening to this extraordinary mix of voices, youll know how to craft, deliver--and own--a story that is truly compelling, one capable of turning others into viral advocates for your goal.