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Leadership of Service Employees

Friedemann W. Nerdinger and Alexander Pundt

Capabilities for Providing Socially Beneficial Services to Consumers in Low-income Markets

*Heiko Gebauer, Mirella Haldimann and Caroline
Jennings Saul*

Dynamic Service Innovation Capabilities for Servitisation

Yvonne Graf and Roland Helm

Bringing Upcoming Technologies to a Service Life

*Michael Leyer, Mary Tate, Marek Kowalkiewicz and
Michael Rosemann*

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wenden sich gerne Geschichten zu. Geschichten sind spannend, sie überraschen und faszinieren, bringen uns zum Träumen, zum Lachen oder zum Weinen; Geschichten verbreiten sich, indem sie weiter erzählt werden.

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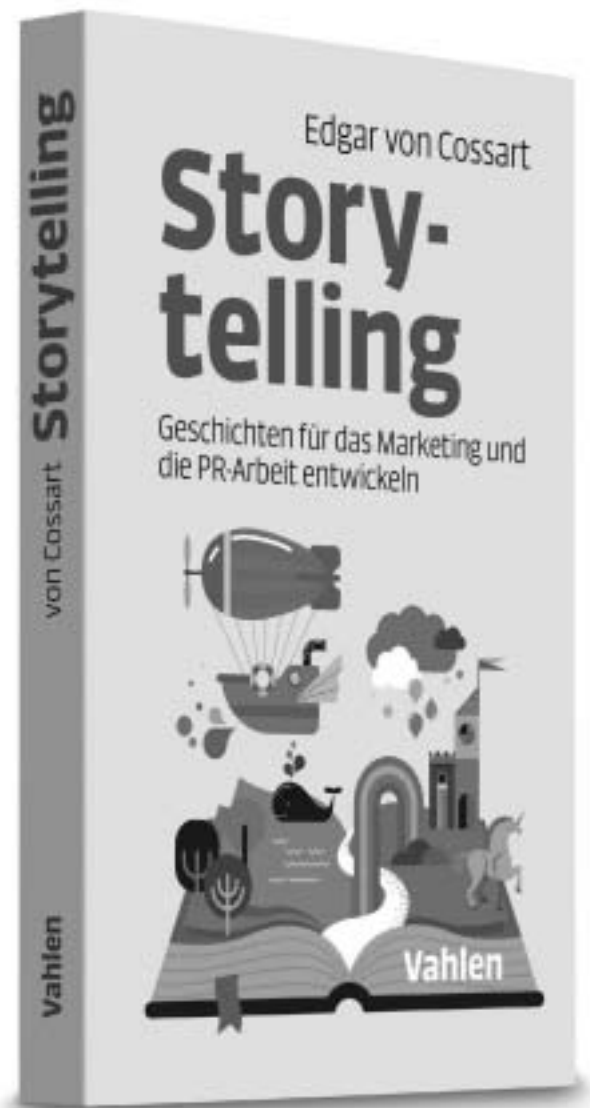
Fast keine erfolgreiche Marke kommt mehr ohne eigene Story aus. Aber nur eine Geschichte, die gelungen ist, zieht das Publikum in ihr Geschehen mit hinein und lässt es teilhaben. Um diese Qualität zu erreichen, bedient sich der Geschichtenerzähler bestimmter Regeln. Nur mithilfe dieser Regeln kann es gelingen, ein Publikum zu fesseln und zu begeistern.

Dieses Buch

zeigt, wie mit einfachsten Regeln packende Geschichten entstehen können, wie sie wiedergegeben werden sollen und was mit ihnen erreicht werden kann.

»Kindern erzählt man Geschichten zum Einschlafen – Erwachsenen, damit sie aufwachen.«

Jorge Bucay, argentinischer Autor



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