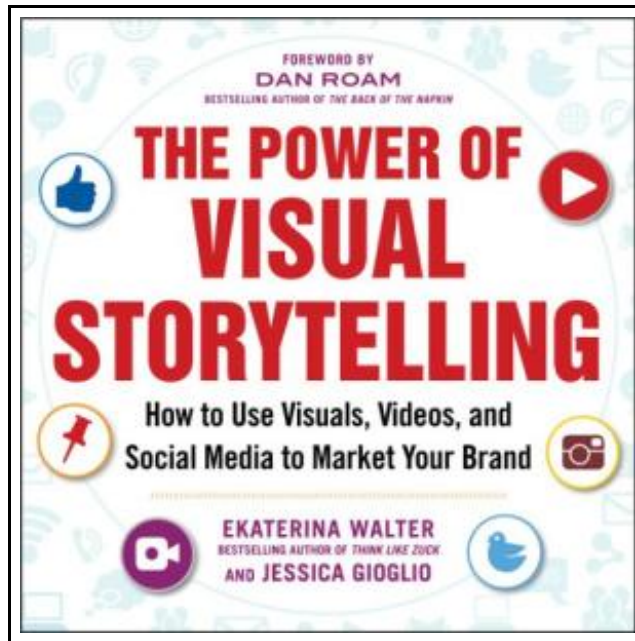


The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand



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Reviews

Extensive guide! Its this sort of very good study. It is actually full of knowledge and wisdom I found out this pdf from my i and dad suggested this ebook to understand.

(Melany Bogisich)

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McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand, Ekaterina Walter, Jessica Gioglio, Attention is the new commodity. Visual Storytelling is the new currency. Human brain processes visuals 60,000x faster than text. Web posts with visuals drive up to 180 per cent more engagement than those without. Viewers spend 100 per cent more time on web pages with videos. Filled with full-color images and thought-provoking examples from leading companies, The Power of Visual Storytelling explains how to grow your business and strengthen your brand by leveraging photos, videos, infographics, presentations, and other rich media. The book delivers a powerful road map for getting started, while inspiring new levels of creativity within organizations of all types and sizes. "This book is not only a complete overview of [visual storytelling] but, most importantly, the key to doing it right, a total Right Hook!" (Gary Vaynerchuk, New York Times bestselling author of *Crush It!* and *Jab, Jab, Jab, Right Hook*). "A valuable guide to understanding how to develop powerful marketing programs using the art of visual storytelling." (Guy Kawasaki, author of *APE: Author, Publisher, Entrepreneur* and former chief evangelist of Apple). "The Power of Visual Storytelling is the new marketing bible!" (Nancy Bhagat, Vice President, Global Marketing Strategy and Campaigns, Intel). "If a picture is worth a thousand words, The Power of Visual Storytelling is worth a million." (Scott Monty, Global Digital & Multimedia Communications for Ford Motor Company).



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