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This book is written for practitioners by practitioners. Through real life examples, simple guidelines and practical tools, the book aims to inspire companies to use storytelling as a means of building their brand - internally as well as externally.

### Storytelling - Branding In Practice | Klaus Fog | Springer

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10/09/2013 1 Comment Posted by Kim Hartman This is Eating the Big Fish summary - a great book about how to build brands from an underdog position I would go as far as saying that this book is the bible of challenger brands.