

Stories have always had the power to move, but it has only recently become clear that purposeful stories - those created with a specific mission in mind - are essential in persuading others to support a vision or cause. For Peter Guber, what began as a knack for telling stories as one of the worlds leading entertainment executives has evolved into a set of principles that anyone can use to achieve their goals - whatever you do in life, you need to be able to tell a good story. In Tell to Win Guber explains how to move beyond PowerpPoint slides and spreadsheets to create purposeful stories that can serve as powerful calls to action. He reveals the best way to get noticed, how to turn passive listeners into active participants, and how technology can be used to ensure audience commitment. Featuring wisdom from Gubers meetings with (and lessons from) everyone from Nelson Mandela to YouTube founder Chad Hurley, and Muhammed Ali to Steven Spielberg (who he tutored in making films), Tell to Win entertainingly shows how to craft, deliver and own a story that is capable of turning others into viral advocates for your goal.

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