



Storytelling Books and Other Resources

The following are a few of the many books that exist to help you develop and use your organization's stories most effectively. All of these are available through Amazon.com. If you know of or discover other reference materials that you value, please share them with The Rome Group so that we can pass them along to others via our e-newsletter. Thank you.

Why Bad Presentations Happen to Good Causes, by Andy Goodman

The Story Factor, by Annette Simmons and Doug Lipman

Whoever Tells the Best Story Wins: How to Use Your Own Stories to Communicate with Power and Impact, by Annette Simmons

Storytelling in Organizations: Why Storytelling Is Transforming 21st Century Organizations and Management, by John Seely Brown, Stephen Denning, Katalina Groh and Laurence Prusak

The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative, by Stephen Denning

The Secret Language of Leadership: How Leaders Inspire Action Through Narrative, by Stephen Denning

Squirrel Inc.: A Fable of Leadership through Storytelling, by Stephen Denning

The Springboard: How Storytelling Ignites Action in Knowledge-Era Organizations, by Stephen Denning

Around The Corporate Campfire: "How Great Leaders Use Stories To Inspire Success," by Evelyn Clark

Storytelling for Grantseekers: The Guide to Creative Nonprofit Fundraising, Cheryl A. Clarke

Improving Your Storytelling, by Doug Lipman

The Art of Storytelling: Easy Steps to Presenting an Unforgettable Story, by John Walsh

How To Turn Your Company's Parables Into Profit, by David M. Armstrong

Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes, by Katya Andresen

Beyond Bullet Points, by Cliff Atkinson

Storytelling: Branding in Practice, by Klaus Fog, Christian Budtz, and Baris Yakaboylu