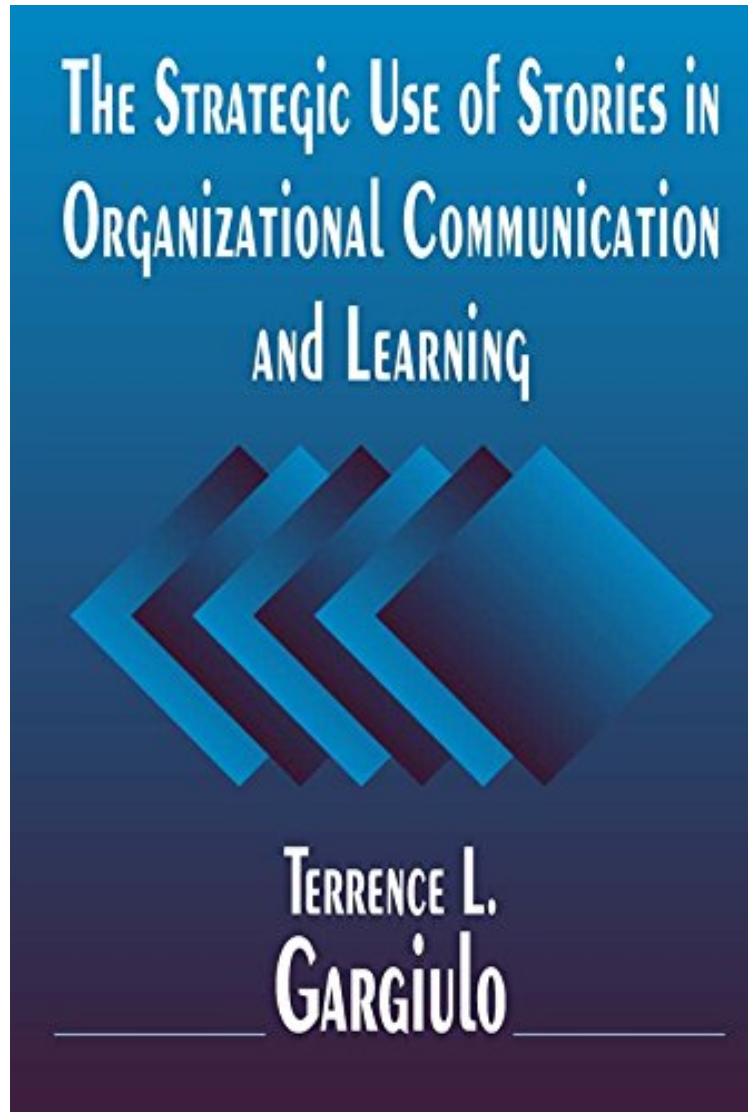


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Terrence L. Gargiulo

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Terrence L. Gargiulo : The Strategic Use of Stories in Organizational Communication and Learning before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Strategic Use of Stories in Organizational Communication and Learning:

8 of 8 people found the following review helpful. Story Themes and Structure DemythologizedBy CustomerAs a corporate presenter and technology coach I often get asked to construct themes and prepare story spines for important presentations. For me, Gargiulo's work is a terrific guide in devising a beginning, middle and end structure to match any client's business aim, be it organizational, strategic, market driven or entirely different. Gargiulo has a knack for

understanding how stories can enrich and empower communication of all kinds, but in the generally dry corporate environment, they can be an important catalyst for change and deeper communication. I particularly liked Gargiulo's nine basic story types and what they can help the reader accomplish. Book is highly recommended for anyone seeking to broaden their communication skills in the corporate or academic arenas.9 of 10 people found the following review helpful. Life Changing BookBy Cindy BrodskyWe don't have to be so frenetically, and I think ineffectively, busy all the time." That's good advice from Terrence Gargiulo's latest foray into the world of communications behavior: good, bad and ugly. His first book, "Making Stories", opened our eyes to the power of story telling as the basis for getting our needs met. This current work carries through with the testaments of real people in real jobs. Their examples of what worked (and what didn't) are followed by a series of practical exercises that are, at once, so simple and so powerful that we have to do them. Watch closely, because as you do the exercises your life is going to change and others will notice. At that point, the book has paid for itself and that's just the beginning. Start reading it now and be prepared for an adventure that won't stop!6 of 6 people found the following review helpful. The Story Behind the StoryBy H. A. KaneAt last we have a definitive study by an original thinker who understands the difference between having something of value to say and having to say something. Terrance Gargiulo takes the reader by the hand and walks them through a garden of delightful stories told by real people in real businesses. Their powerful descriptions of what it's like to make critical decisions under pressure are crafted in story form, so that the reader is both enlightened and entranced. The final chapters of his book are competency builders of first-rate quality, showing step-by-step how to improve your powers of observation and reflection so that you too can tell great stories.

Designed for students and practitioners in the fields of organizational behavior and human resource training and development, this groundbreaking book presents a cutting edge approach to improving organizational communication. Drawing on his extensive experience as an organizational development consultant and group process facilitator, Terrence Gargiulo shows how the use of storytelling is the key to effective communication and learning.

"Many times, our stories go unheard because of the constant noise surrounding us. Gargiulo's research outlined in this book provides more than just techniques for spinning corporate tales. For the first time, we have become storytellers with tools to transform the deceptively simple power of stories into something grand."