

Summary : Tell to Win - Peter Guber: Connect, Persuade and Triumph with the Hidden Power of Story

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Summary : Tell to Win - Peter Guber: Connect, Persuade and Triumph with the Hidden Power of Story BusinessNews Publishing Complete summary of Peter Guber's book: "Tell to Win: Connect, Persuade and Triumph with the Hidden Power of Story".

This summary of the ideas from Peter Guber's book "Tell to Win" shows how some people are "born storytellers", but this is a skill that anyone can develop. In his book, the author explains the four elements of a successful story and the mechanics of telling a story to an audience. This summary provides excellent examples of these strategies in practice and teaches the importance of this skill for all businesspeople.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your storytelling skills

To learn more, read "Tell to Win" and discover the secret to effective storytelling and how you can use this skill to your advantage.

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