Пол Смит

Мастер историй

Увлекай, убеждай, вдохновляй

Перевод с английского Всеволода Ласкавого

Москва «Манн, Иванов и Фербер» 2017

Библиография

- 1. Ryan Mathews and Watts Wacker, What's Your Story? Storytelling to Move Markets, Audiences, People, and Brands (Upper Saddle River, NJ: FT Press, 2008).
- 2. Craig Wortmann, What's Your Story: Using Stories to Ignite Performance and Be More Successful (New York: Kaplan Publishing, 2006).
- 3. Evelyn Clark, Around the Corporate Campfire: How Great Leaders Use Stories to Inspire Success (Sevierville, TN: Insight Publishing, 2004); and Lori Silverman, Wake Me Up When the Data Is Over: How Organizations Use Storytelling to Drive Results (San Francisco: Jossey-Bass, 2006).
- 4. Margaret Parkin, Tales for Change: Using Storytelling to Develop People and Organizations (London: Kogan Page, 2004).
- 5. Jack Maguire, The Power of Personal Storytelling: Spinning Tales to Connect with Others (New York: Tarcher/Putnam, 1998).
- 6. Doug Lipman, The Storytelling Coach: How to Listen, Praise, and Bring Out People's Best (Atlanta: August House, 1995).
- 7. National Storytelling Network (www.storynet.org).
- 8. Richard Maxwell and Robert Dickman, The Elements of Persuasion: Use Storytelling to Pitch Better, Sell Faster & Win More Business (New York: HarperCollins Publishers, 2007).
- 9. David Armstrong, Managing by Storying Around: A New Method of Leadership (New York: Doubleday Currency, 1992).
- 10. Peg C. Neuhauser, original observation from Corporate Legends & Lore: The Power of Storytelling as a Management Tool (Austin, TX: PCN Associates, 1993). Commentary from Margaret Parkin, Tales for Trainers: Using Stories and Metaphors to Facilitate Learning, rev. ed. (London: Kogan Page Limited, 2010).
- 11. Craig Wortmann, What's Your Story: Using Stories to Ignite Performance and Be More Successful (New York: Kaplan Publishing, 2006).
- 12. Bob Johansen, Leaders Make the Future: Ten New Leadership Skills for an Uncertain World (San Francisco: Berrett-Koehler Publishers, 2009).

- 13. This is my version of an old folktale. Original author unknown.
- 14. Peg C. Neuhauser, Corporate Legends & Lore: The Power of Storytelling as a Management Tool (Austin, TX: PCN Associates, 1993).
- 15. Lori Silverman, Wake Me Up When the Data Is Over: How Organizations Use Storytelling to Drive Results (San Francisco: Jossey-Bass, 2006).
- 16. Larry Chang, Wisdom for the Soul: Five Millennia of Prescriptions for Spiritual Healing (Washington, DC: Gnosophia Publishers, 2006).
- 17. Chip Heath and Dan Heath, Switch: How to Change Things When Change Is Hard (New York: Crown Business, 2010).
- 18. Lilly Walters, Secrets of Successful Speakers: How You Can Motivate, Captivate, and Persuade (New York: McGraw-Hill, 1993).
- 19. As reported to Portland Airport National Car Rental manager Wayne Ranslem.
- 20. Michael B. Druxman, How to Write a Story... Any Story: The Art of Storytelling (Thousand Oaks, CA: The Center Press, 1997).
- 21. T.A. Harley, The Psychology of Language (New York: Taylor & Francis, 1995).
- 22. Ayn Rand, The Voice of Reason: Essays in Objectivist Thought (New York: Plume, 1990).
- 23. Sumantra Ghoshal, The Individualized Corporation: A Fundamentally New Approach to Management (New York: Harper Business, 1997).
- 24. C. Hampden-Turner and F. Trompenaars, Building Cross-Cultural Competence (New Haven, CT: Yale University Press, 2000).
- 25. Patricia Beard, Blue Blood and Mutiny: The Fight for the Soul of Morgan Stanley (New York: Harper Perennial, 2008 [reprint]).
- 26. Annette Simmons, The Story Factor: Inspiration, Influence, and Persuasion Through the Art of Storytelling (San Francisco: Jossey-Bass, 2001).
- 27. John E. Pepper, What Really Matters: Reflections on My Career at Procter & Gamble with Guiding Principles for Success in the Marketplace and in Life (Cincinnati: Procter & Gamble, 2005).
- 28. George Santayana, Reason in Common Sense: The Life of Reason Volume (Mineola, NY: Dover, 1980).
- 29. Adapted from Michael Brown and Alan Khazei, City Year's Founding Stories (July 2004).
- 30. Dozens of similar versions of this story have appeared on the Internet for over a decade. The earliest appearance in print I've found is in John E. Renesch, Getting to the Better Future (San Francisco: New Business Books, 2000), where the original source is also unclaimed and unattributed.

- 31. G. R. Stephenson, "Cultural Acquisition of a Specific Learned Response Among Rhesus Monkeys", in D. Starek, R. Schneider, and H. J. Kuhn (eds.), Progress in Primatology (Stuttgart, Germany: Fischer, 1967).
- 32. Dr. Frank Luntz, Words That Work: It's Not What You Say, It's What People Hear (New York: Hyperion Publishing, 2007).
- 33. William Strunk, Jr., and E.B. White, The Elements of Style, Third Edition (New York: MacMillan Publishing, 1979).
- 34. Antoine de Saint-Exupéry, Wind, Sand, and Stars (Boston: Houghton Mifflin Harcourt, 1992).
- 35. Garr Reynolds, Presentation Zen (Indianapolis: New Riders, 2008).
- 36. U.S. 9th Circuit Court of Appeals, Cal-Almond v. U.S. Department of Agriculture (October 10, 1995).
- 37. U. S. Supreme Court, Glickman v. Wileman Brothers and Elliott Inc. (October 1996).
- 38. Dale Darling, "Strategic Thinking for Global Operations: The Case of Blue Diamond Growers" (February 16, 2006).
- 39. Deborah Hedstrom-Page, From Telegraph to Light Bulb with Thomas Edison (My American Journey) (Nashville, TN: B&H Books, 2007).
- 40. Original author unknown. I first heard this story from Margaret Parkin, Tales for Trainers (London: Kogan Page, 1998), but have adapted it for my own purposes.
- 41. Richard Feynman, What Do You Care What Other People Think? (New York: W. W. Norton & Company, 1988).
- 42. Maturin Murray Ballou, Treasury of Thought: Forming an Encyclopædia of Quotations from Ancient and Modern Authors (Nabu Press, 2010; print on demand).
- 43. The Imagineers, The Imagineering Way: Ideas to Ignite Your Creativity (New York: Disney Editions, 2003).
- 44. Richard Maxwell and Robert Dickman, The Elements of Persuasion: Use Storytelling to Pitch Better, Sell Faster & Win More Business (New York: HarperCollins, 2007).
- 45. Jack Maguire, The Power of Personal Storytelling: Spinning Tales to Connect with Others (New York: Tarcher/Putnam, 1998).
- 46. Chip Heath and Dan Heath, Made to Stick: Why Some Ideas Survive and Others Die (New York: Random House, 2007).
- 47. El Pais, "96 homicidiosporcada 100.000 habitantes." Retrieved November 3, 2009.

- 48. This original story was inspired by the story of "The Three Guides" in Doug Lipman's book The Storytelling Coach: How to Listen, Praise, and Bring Out People's Best (Atlanta, GA: August House, 1995).
- 49. Craig Wortmann, What's Your Story: Using Stories to Ignite Performance and Be More Successful (Riverside, NJ: Kaplan Publishing, 2006).
- 50. Terry Haller, Danger: Marketing Researcher at Work (Westport, CT: Quorum Books, 1983).
- 51. Margaret Parkin, Tales for Trainers: Using Stories and Metaphors to Facilitate Learning (London: Kogan Page, 1998).
- 52. David Armstrong, How to Turn Your Company's Parables into Profit (Stuart, FL: Armstrong International, 1995).
- 53. Lori Silverman, Wake Me Up When the Data Is Over (San Francisco: Jossey-Bass, 2006).
- 54. Mr. Lafley got the idea for defining key "moments of truth" from the book Moments of Truth, by Jan Carlzon (New York: Ballinger, 1987).
- 55. Gary Klein, Sources of Power (Cambridge, MA: MIT Press, 1998).
- 56. Mary B. Wacker and Lori L. Silverman, Stories Trainers Tell: 55 Ready-to-Use Stories to Make Training Stick (San Francisco: Jossey-Bass, 2003).
- 57. David Armstrong, Managing by Storying Around: A New Method of Leadership (New York: Doubleday Currency, 1992).
- 58. Andrew Carnegie, James Watt (New York: Doubleday, Page & Co., 1905).
- 59. David Armstrong, Once Told, They're Gold: Stories to Enliven and Enrich the Workplace (Stuart, FL: Armstrong International, 1998).
- 60. This original story was inspired by the story of Skip in Annette Simmons's The Story Factor (San Francisco: Jossey-Bass, 2001).
- 61. David Minton, Teaching Skills in Further and Adult Education (Florence, KY: Cengage Learning, 1991).
- 62. Tom Peters, Leadership (New York: DK Adult Publishers, 2005).
- 63. Evelyn Clark, Around the Corporate Campfire (Sevierville, TN: Insight Publishing, 2004).
- 64. Lori Silverman, Wake Me Up When the Data Is Over (San Francisco: Jossey-Bass, 2006).
- 65. Malcolm Gladwell, "How David Beats Goliath", New Yorker (May 11, 2009).