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The Secrets of Story is a revolutionary and comprehensive writing guide for the 21st century, focused on clever ways to get an audience to fully identify with an all-too-human hero. Authors will learn to how to cut through pop culture noise and win over a jaded modern audience by rediscovering the heart of writing: shaping stories that ring true to our shared understanding.

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The Secrets of Story is a humorous guide to the essentials that constitute the most engaging stories. Matt Bird emphasizes the value of “powerful audience identification, which is the heart of good storytelling,” and provides an “Ultimate Story Checklist” to help writers focus on integral craft elements

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to master, such as character, structure and plot, scene work, dialogue, and theme.

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The Secrets of Story will help anybody become

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a better storyteller, whether you're a recovering MFA grad, aspiring screenwriter, or just trying to better connect with audiences in any medium. The book's 13 essential rules and seven skills can be used as checklist to quickly improve writing. But this is not a paint by numbers book.

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are such an important and integral part of
the overall story and the experience would
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You've just boarded a plane. You've loaded your phone with your favorite podcasts, but before you can pop in your earbuds, disaster strikes: The guy in the next seat starts telling you all about something crazy that happened to him--in great detail. This is the unwelcome storyteller, trying to convince a reluctant audience to care about his story. We all hate that guy, right? But when you tell a story (any kind of story: a novel, a memoir, a screenplay, a stage play, a comic,

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fiction (and cover letter), you become the unwelcome storyteller. So how can you write a story that audiences will embrace? The answer is simple: Remember what it feels like to be that jaded audience. Tell the story that would win you over, even if you didn't want to hear it. The Secrets of Story provides comprehensive, audience-focused strategies for becoming a master storyteller. Armed with the Ultimate Story Checklist, you can improve every aspect of your fiction writing with incisive questions like these:

- Concept: Is the one-sentence description of your story uniquely appealing?
- Character: Can your

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Audience Identify with your hero? • **Structure and Plot:** Is your story ruled by human nature? • **Scene Work:** Does each scene advance the plot and reveal character through emotional reactions? • **Dialogue:** Is your characters' dialogue infused with distinct personality traits and speech patterns based on their lives and backgrounds? • **Tone:** Are you subtly setting, resetting, and upsetting expectations? • **Theme:** Are you using multiple ironies throughout the story to create meaning? To succeed in the world of fiction and film, you have to work on every aspect of your craft and satisfy your audience. Do

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While the global economy languishes, one place just keeps growing despite failing banks, uncertain markets, and high unemployment: Silicon Valley. In the last two years, more than 100 incubators have popped up there, and the number of angel investors has skyrocketed. Today, 40 percent of all venture capital investments in the United States come from Silicon Valley firms, compared to 10 percent from New York. In *Secrets of Silicon Valley*, entrepreneur and

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media commentator Deborah Perry Piscione takes us inside this vibrant ecosystem where meritocracy rules the day. She explores Silicon Valley's exceptionally risk-tolerant culture, and why it thrives despite the many laws that make California one of the worst states in the union for business. Drawing on interviews with investors, entrepreneurs, and community leaders, as well as a host of case studies from Google to Paypal, Piscione argues that Silicon Valley's unique culture is the best hope for the future of American prosperity and the global business community and offers lessons from the Valley to inspire

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A "THINK DIFFERENT" APPROACH TO INNOVATION--
Based on the Seven Guiding Principles of
Apple CEO Steve Jobs In his acclaimed
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Jobs author Carmine Gallo laid out a simple
step-by-step program of powerful tools and
proven techniques inspired by Steve Jobs's
legendary presentations. Now, he shares the
Apple CEO's most famous, most original, and
most effective strategies for sparking true
creativity--and real innovation--in any

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about your vision. Kick Start Your Brain. Think differently about how you think. Sell Dreams, Not Products. Think differently about your customers. Say No to 1,000 Things. Think differently about design. Create Insanely Great Experiences. Think differently about your brand experience. Master the Message. Think differently about your story. By following Steve Jobs's visionary example, you'll discover exciting new ways to unlock your creative potential and to foster an environment that encourages innovation and allows it to flourish. You'll learn how to match—and beat—the most powerful competitors,

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Develop the most revolutionary products, attract the most loyal customers, and thrive in the most challenging times. Bestselling business journalist Carmine Gallo has interviewed hundreds of successful professionals--from CEOs, managers, and entrepreneurs to teachers, consultants, and stay-at-home moms--to get to the core of Steve Jobs's innovative philosophies. These are the simple, meaningful, and attainable principles that drive us all to "Think Different." These are The Innovation Secrets of Steve Jobs. An enhanced ebook is now available with 10 demonstration videos of Jobs' sure-fire

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Drawing on Provost's proven philosophies, Rubie examines every facet of storytelling, from narrative hooks to fulfilling climaxes. Through advice, exercises, and an outstanding array of examples, you'll learn to create gripping narratives powered by strong characters. You'll discover the secrets of sequencing, of weaving subplots into rich stories, of manipulating story pace to increase conflict, tension, and surprise. "Rarely does a writing guide arrive with the

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before writing another paragraph." - Keith Wilson, M.D., novelist, and author of Cause of Death: A Writer's Guide to Death, Murder, & Forensic Medicine.

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Scene at a time. Celebrated writing teacher and author Martha Alderson has devised a plotting system that's as innovative as it is easy to implement. With her foolproof blueprint, you'll learn to devise a successful storyline for any genre. She shows how to:

- Use the power of the Universal Story
- Create plot lines and subplots that work together
- Effectively use a scene tracker for maximum impact
- Insert energetic markers at the right points in your story
- Show character transformation at the book's climax

This is the ultimate guide for you to write page-turners that sell!

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McMeekin's second "12 secrets" book on
creativity and success. From the popular
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Creative Success LLC with worldwide clients
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of Highly Creative Women, comes a book with
hundreds of examples of how creative women
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proven strategies to succeed. Take positive
risks and develop your talents and passions.
We are experiencing a work and lifestyle
revolution and creative Renaissance. Women

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are leaving companies and starting new businesses. Virtual companies are springing up, giving us choices about where and how we live and work. And, we are switching from the age of logical thinking to the age of conceptual thinking. This book may change your life. We all have the software to be creative, but many of us have been shamed or criticized, and our creative sparks are smoldering beneath layers of fear and lack of confidence. Gail McMeekin's book blasts through that and gets you excited again about your potential. McMeekin interviews 31 of today's most successful women, integrating

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“So often people ask me if there’s a book on story I can recommend. This is the one. I can’t recommend it highly enough.”—Alexa Junge, writer/producer, Friends, Sex and the City, The West Wing A master class of 27 lessons, drawn from 27 diverse narratives, for novelists, storytellers, filmmakers, graphic designers, and more. Author Daniel

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Joshua Rubin unlocks the secrets of what makes a story work, and then shows how to understand and use these principles in your own writing. The result is “an invaluable resource” (Publishers Weekly, starred review), offering priceless advice like escalate risk, with an example from Pulp Fiction. Write characters to the top of their intelligence, from the Eminem song “Stan.” Earn transformations, from Alison Bechdel’s Fun Home. Attack your theme, from The Brothers Karamazov. Insightful, encouraging, filled with attitude, and, as Booklist puts it, “perfect for any writer looking to ensure

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show you, step by step, how to tackle virtually any problem you face.”—Anna D. Shapiro, Tony Award-winning director, August: Osage County

From the cofounder of Square, an inspiring and entertaining account of what it means to be a true entrepreneur and what it takes to build a resilient, world-changing company In 2009, a St. Louis glassblowing artist and recovering computer scientist named Jim McKelvey lost a sale because he couldn't accept American Express cards. Frustrated by the high costs and difficulty of accepting

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credit card payments, McKelvey joined his friend Jack Dorsey (the cofounder of Twitter) to launch Square, a startup that would enable small merchants to accept credit card payments on their mobile phones. With no expertise or experience in the world of payments, they approached the problem of credit cards with a new perspective, questioning the industry's assumptions, experimenting and innovating their way through early challenges, and achieving widespread adoption from merchants small and large. But just as Square was taking off, Amazon launched a similar product, marketed

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it aggressively, and undercut Square on price. For most ordinary startups, this would have spelled the end. Instead, less than a year later, Amazon was in retreat and soon discontinued its service. How did Square beat the most dangerous company on the planet? Was it just luck? These questions motivated McKelvey to study what Square had done differently from all the other companies Amazon had killed. He eventually found the key: a strategy he calls the Innovation Stack. McKelvey's fascinating and humorous stories of Square's early days are blended with historical examples of other world-

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Changing companies built on the Innovation Stack to reveal a pattern of ground-breaking, competition-proof entrepreneurship that is rare but repeatable. The Innovation Stack is a thrilling business narrative that's much bigger than the story of Square. It is an irreverent first-person look inside the world of entrepreneurship, and a call to action for all of us to find the entrepreneur within ourselves and identify and fix unsolved problems--one crazy idea at a time.

Sony's name is synonymous with excellent quality and revolutionary innovation, yet

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little is known about the corporation itself. This book explores how the company is able to stay ahead of the competition by expanding into areas outside its boundaries of successes, such as banking, movie and music making, and real estate.

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