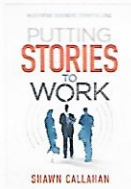


BOOK REVIEWS



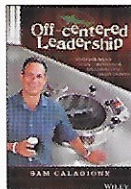
PUTTING STORIES TO WORK
 Shawn Callahan
 Pepperberg Press
 2016
\$19.95, ebook \$14

How can you use business storytelling to engage your audience and make your ideas stick?

This 267-page practical guide tells how to firstly find effective stories to tell, then remember them for when needed. But your stories are not forever. Sometimes a story needs to be retired or refreshed to work for you again.

When are good times to tell a story? What type? And when should you not tell a story?

Shawn Callahan owns Anecdote, a global network of business story practitioners with the aim to 'help restore humanity to the workplace'. Callahan is working with Global 1000 companies to master these skills.

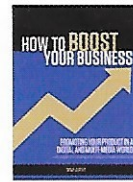


OFF-CENTERED LEADERSHIP
 Sam Calagione
 Wiley 2016
\$35.95, ebook \$24.99

Harnessing the power of collaboration rather than competition in his craft brewery, Sam Calagione takes us through how he moved from entrepreneur to leader: he hits obstacles, prepares for success, collaborates within his team and outside it, harnesses off-centred capital by partnering, and looks at his third decade as an off-centred leader.

Calagione's interviews, stories and photographs add warmth to the story of growth, showing his commitment to innovation, quality and creativity.

As the Dogfish Head brewery grew, Sam realised he couldn't do it alone, accepting that he'd be only one of many with meaningful input into the venture's first-ever strategic plan.



HOW TO BOOST YOUR BUSINESS
 Max Berry
 Max Berry Media 2016
\$16.99, e-book \$5-ish

Thinking of some marketing? First, start with strategy.

Journalist–editor Max Berry has covered business and management issues for over 20 years in dailies. Short on pages but long on content, his action handbook starts with planning a promotional campaign true to your purpose using the right combination of media and a consistent message.

Expert research from the advertising industry covers the media multiplier effect, as well as the importance of reach, frequency and continuity.

Also covered: social media, copywriting tips, media releases, event management, sponsorship, crisis communications, digital media and evaluating the campaign's success.



POWER PLAY
 Yamini Naidu
 Wiley 2016
\$25.95, ebook \$20.99

Power is a tool, influence a skill; one is a fist, the other a fingertip. You need both in business. But how do you influence people without manipulating them? Storytelling is a powerful way.

Yamini Naidu studied economics in Mumbai and London, and now speaks about storytelling around the world to Fortune 500 and ASX Top 20 companies.

Adding to the traditional elements of influence (hard, soft and story power), in this 200-page book she analyses the 'new hows' of power play: context, empathy, message, love, humour, positioning, being you, co-creating and cause power.

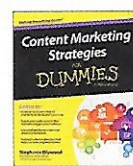


THE LIGHT AND FAST ORGANISATION
 Patrick Hollingworth
 Wiley 2016
\$29.95, ebook \$19.99

Promising a new way of dealing with uncertainty, this book uses the unpredictability of mountaineering as a metaphor for business – transforming an organisation to harness speed and lightness so it can move from flat thinking to upward trajectory.

Australia-based Patrick Hollingworth is a mentor, consultant and Ted-X presenter who travels globally to work with such companies as Marks & Spencer and Rio Tinto, as well as midsized banks, and medical and tech companies.

He says the volatile business environment is like the unpredictability of mountain-climbing – we must move from expedition to alpine style so we can climb light and fast.



CONTENT MARKETING STRATEGIES FOR DUMMIES
 Stephanie Diamond
 Wiley 2016
\$42.95, ebook \$34.99

Content marketing can help you trounce your competition in a crowded marketplace. But you need a targeted strategy.

Marketing professional Stephanie Diamond has worked with solopreneurs, small business owners and multibillion-dollar corporations for over 20 years.

She covers forming a strategy then introduces CX (customer experience): using data, discovering your buyer personas and taking your buyer journey. Other parts look at creating actionable content using storytelling then sharing it; developing your promotions and evaluating them. Useful top 10 lists.