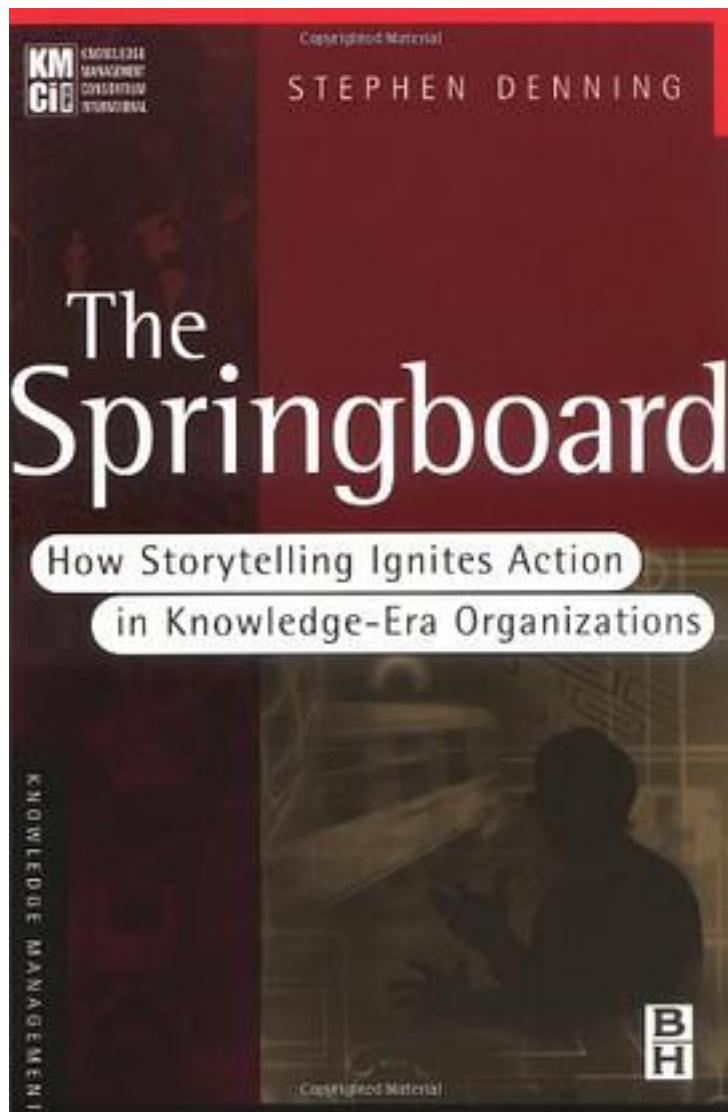


The Springboard



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"The Springboard: How Storytelling Ignites Action in Knowledge-Era Organizations" is the first book to teach storytelling as a powerful and formal discipline for organizational change and knowledge management. The book explains how organizations can use certain types of stories ("springboard" stories) to communicate new or envisioned strategies, structures, identities, goals, and values to employees, partners and even customers. Readers will learn techniques by which they can help their organizations become more unified, responsive, and intelligent. Storytelling is a management technique championed by gurus including Peter Senge, Tom Peters and Larry Prusak. Now Stephen Denning, an innovator in the new discipline of organizational storytelling, teaches how to use stories to address challenges fundamental to success in today's information economy. It provides innovative and powerful tools which can effect organizational change; and, helps organizations share knowledge critical to success in the information economy.

作者介绍:

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标签

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书评

这本书可以说作者任职于世界银行期间的工作轨迹，在推进“知识管理项目”的过程中，他发掘了“讲故事”这个武器，并将之运用开来。全书就是整个解决问题、实践得来的反馈、不断调整策略的过程，思考的线索很明晰，读后觉得蛮受用的。一个非常重要的“除魅”概念是——不要以...

斯蒂芬

丹宁在西方号称“故事之王”，他开启了讲故事提升沟通，触发变革与行动的先河（书中介绍，未作验证）

本书却让人失望至极，丹宁出了一大串讲故事方面的图书，这本被自己选中是因为比较了一下，只有这本里面谈到了如何创作故事的主题，而这正是自己“销售的关键时刻讲好...

前几天买这本书是因为准备对一份报告以讲故事的形式进行编写，我一直都很重视“故事”的这一表现形式，希望通过专家书籍学习些对“故事”的系统性认知。前两天翻看了一小时看完一章，今晚迅速翻完了后两章，全书篇幅不大。

这本书在亚马逊、豆瓣的评论寥寥，评分很低。...

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