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STORYSCAPING: STOP CREATING ADS, START CREATING WORLDS



Wiley. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 8.1in. x 8.0in. x 1.0in. How to use powerful tools to engage customers with your brand. Marketers, technologists, and corporate leaders are looking for ways to more effectively connect consumers with their brand. Storyscapes introduces storyscaping as a way to create immersive experiences that solve the challenge of connecting brands and consumers. This book describes a powerful new approach to advertising and marketing for the digital age that involves using stories to design...

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- Authored by Gaston Legorburu
- Released at -



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It is fantastic and great. It is actually really exciting through reading period. It is extremely difficult to leave it before concluding, once you begin to read the book.

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