



Storytelling on Steroids: 10 stories that hijacked the cultural conversation

John Weich

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Storytelling is pop culture's 'weapon' of choice to connect, engage and ultimately convince. Every TV ad a compelling movie? Every Facebook post a contagious piece of content? Every infographic a work of art? Yes, please. Tell me where to sign up! Right now, this very minute, a junior copywriter is adding "storyteller" to his Facebook profile. There is a gaming developer doing the same on LinkedIn. A PR agent is casually including "teller of stories" in his Twitter bio. Graphic designers, journalists, editors, broadcasters, coders, model makers, set designers, ginormous brands, ocean explorers, astronauts, schoolteachers, CEOs, marketing directors, creative consultants and trend watchers are peppering their websites, blogs and email signatures with the word "storytelling." In *Storytelling on Steroids*, editor and adman John Weich finds out why. Where did all this storytelling come from? Why are so many professionals suddenly so eager to spread the storytelling gospel? And who blazed the trail for an Age of Storytelling in mainstream communication? In his compact, fast-moving book, Weich explores the iconic brands, cultural movements and social technologies that have contributed most to storytelling's rise in mainstream creativity and communication. Along the way, he calls out countless pop culture darlings to make his case: Batman, Banksy, Tomb Raider, TED Talks, Radiohead, Jay-Z, BMW and New York Times infographics. He even raves about a powerful little campaign about the worst hotel in the world. What we're experiencing isn't a radical new movement but a storytelling renaissance, one fueled by addictive technologies, the abundance of choice and ... you! You and the billion others engaged in the most massive and shamelessly personal storytelling experiment in the history of humankind: social media.

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