

storytelling technique wikip dia - *le storytelling en fran ais la mise en r cit 1 ou l accroche narrative 2 est une m thode de communication fond e sur une structure narrative du discours qui s apparente celle des contes des r cits 3 son emploi notamment en communication politique est controvers du fait de l usage parfois discutabile qu en font les conseillers en communication dits spin doctors, **storytelling r enchantez votre communication** - il tait une fois s bastien durand conseil aide ses clients organiser leur strat gie marketing gr ce au storytelling ou communication narrative*

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