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Authored by three enterprise experts at Microsoft, Stories That Move Mountains, explains to readers how to use a process called CAST (Content, Audience, Story and Tell) to create effective stories and visualisations - known as ' Story Mapping ' – and deliver persuasive presentations.

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Book Summary: Stories that Move Mountains

Stories That Move Mountains is focused on one of the most common reasons for presentations — the need to gain commitment from other people for a change, proposal, or decision.

STORIES THAT MOVE MOUNTAINS - Martin Sykes

The Visual Story Map - Stories that Move Mountains: Storytelling and Visual Design for Persuasive Presentations [Book] The Visual Story Map The diagram below is called a Visual Story Map. We developed the Visual Story Map to illustrate the process for creating a visual story, and to show how the steps of the process relate to one another.

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