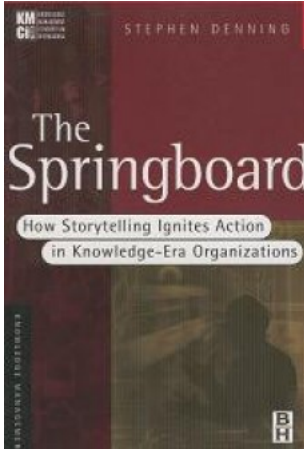


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Storytelling as a powerful and formal discipline for organizational change and knowledge management is taught in this book, which explains how organizations can use certain types of stories to communicate new or envisioned strategies, structures, identities, goals, and values to employees, partners, and even customers.