

# Sources of Stories in Business Contexts

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The first source is the student and you.

## **Internet**

The main external source is, as you might imagine, the Internet.

Tap in any combination of words including 'business' and 'stories' and a door will be opened.

One example, IBM...enough to keep you going for some time!

## **Books**

Stephen Denning. (2005) The Leaders Guide to Storytelling. Jossey-Bass

Stephen Denning. (2001) Springboard. Butterworth Heinemann

Yannis Gabriel. (2000) Storytelling in Organisations. Oxford University Press

Annette Simmons. (2006) The Story Factor. Basic Books

John Seely Brown et al. (2005) Storytelling in Organisations. Elsevier Butterworth.

David Boje. (2008) Storytelling Organisations. Sage