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Storytelling in der internen Unternehmenskommunikation Tatiana Belgorodski
Storytelling in der internen Unternehmenskommunikation *Tatiana Belgorodski*

TATIANA BELGORODSKI UNTERSUCHT ERSTMALS DAS ERZ⍰HLEN VON GESCHICHTEN DAS STORYTELLING MIT BLICK AUF DIE INTERNE UNTERNEHMENSKOMMUNIKATION SIE ZEIGT AUF WIE GESCHICHTEN WIRKEN UND VON WELCHEN EINFLUSSFAKTOREN IHR NUTZEN F⍰R DIE INTERNE CHANGE KOMMUNIKATION ABH⍰NGT VOR DEM HINTERGRUND KOGNITIONS UND SOZIALPSYCHOLOGISCHER ERKENNTNISSE WERDEN RISIKEN UND CHANCEN VON STORYTELLING DISKUTIERT INTERVIEWS MIT UNTERNEHMENSVERTRETERN GEW⍰HREN EINEN EINBLICK IN DIE PRAXIS DES GESCHICHTENERZ⍰HLENS IN EINEM GLOBALEN PHARMAUNTERNEHMEN DIE AUTORIN LIEFERT EINE UMFASSENDE DARSTELLUNG UND BEWERTUNG UNTERSCHIEDLICHER STORYTELLING BEISPIELE UND ENTWICKELT EIN MODELL ZUM EINSATZ UND NUTZEN DES STORYTELLINGS F⍰R KOMMUNIKATIONSMANAGERINNEN UND MANAGER SOWIE F⍰HRUNGSKR⍰FTE

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