

Judul:

Lead with a story: a guide to crafting business narratives that captivate, convince, and inspire

Pengarang/Penulis:

Smith, Paul, 1967- , author

Subjek:

Communication in management; Storytelling; Leadership; Organizational behavior

Nomor Panggil:

e20437090

Penerbitan:

[American Management Association;,]

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