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Why Do You Need A Good Story When You Have a Good Business?

When it comes to sharing the memorable stories that will keep customers and attract prospects, most businesses end up with canned press releases, boring case studies, uninspired blog posts and tweets that no employee, customer or partner will ever remember. "I Killed a Rabid Fox with a Croquet Mallet" teaches the principles of story creation that should inform all communications, from ads to case studies, articles to blog posts. Learn the value of building compelling and memorable stories. Understand how to build your own great stories through examples from large multinational businesses and smaller companies that any business person can understand and mirror. Rabid Fox includes a brief workbook that anyone can use to start creating compelling and memorable stories.

Excerpted with permission from the publisher, HB Books, from ["I Killed a Rabid Fox with a Croquet Mallet: Making Your Business Stories Compelling and Memorable"](#) by Nicolas A Boillot. Copyright © 2013.

The attached zip file includes:

- Intro Page.pdf
- Terms and Conditions.pdf
- RabidFox.pdf