

pssst ...

THE STORYTELLING LIBRARY

Storytelling in Corporate Communication, Marketing, PR and Leadership Communication

Books, essays, articles, videos, blog posts
worth reading (in English & German)

My very personal ratings:

- *** definitely worth reading
- ** good to read
- * can be read

Content | Inhalt

1	Theory of Storytelling.....	3
2	Corporate Storytelling.....	7
3	Storytelling in Marketing & Sales Fehler! Textmarke nicht definiert.	
4	Storytelling as a Leadership Skill	10
5	Journalism & Storytelling.....	11
6	Political Storytelling.....	13
7	Visual Storytelling.....	14
8	Storytelling in Film & Video.....	16
9	AI Storytelling.....	17
10	Digital Storytelling.....	18
11	Immersive Storytelling.....	20
12	The Dark Side of Storytelling.....	21
13	About Petra Sammer	23

1 Theory of Storytelling

English | alphabetic order

Berkun, Scott: *Mindfire. Big Ideas for Curious minds.* Scott Berkun 2011 ***

Booker, Christopher: The Seven Basic Plots: Why We Tell Stories. Bloomsbury UK 2006 *** - "This book at last provides a comprehensive answer to the age-old riddle of whether there are only a small number of 'basic stories' in the world. Using a wealth of examples, from ancient myths and folk tales via the plays and novels of great literature to the popular movies and TV soap operas of today, it shows that there are seven archetypal themes which recur throughout every kind of storytelling." (amazon)

Bruner, Jerome: *Actual Minds, Possible Worlds.* Cambridge, Harvard University Press 1986. **

Campbell, Joseph: *The Power of Myth.* First Anchor Books Edition 1991 ***

Campbell, Joseph – Video: Joseph Campbell and the Power of Myth, Teil 1 "The Hero's Adventure"

Campbell, Joseph – Video: Joseph Campbell and the Power of Myth, Teil 2 "The Message of the Myth"

Campbell, Joseph – Video: Joseph Campbell and the Power of Myth, Teil 3. "The First Storytellers"

Catmull, Ed: *Creativity, Inc.* Random House 2014, S. 183 ***

Glenn, Josua/Walker, Rob: Significant Objects. Seattle, 2012, ***

Gottschall, Jonathan: The Storytelling Animal. How Stories make us Human.

First Mariner Books 2012. *** - „Humans live in landscapes of make-believe. We spin fantasies. We devour novels, films, and plays. Even sporting events and criminal trials unfold as narratives. Yet the world of story has long remained an undiscovered and unmapped country. Now Jonathan Gottschall offers the first unified theory of storytelling. He argues that stories help us navigate life’s complex social problems—just as flight simulators prepare pilots for difficult situations. Storytelling has evolved, like other behaviors, to ensure our survival. Drawing on the latest research in neuroscience, psychology, and evolutionary biology, Gottschall tells us what it means to be a storytelling animal and explains how stories can change the world for the better. We know we are master shapers of story. The Storytelling Animal finally reveals how stories shape us.“ (amazon)

Kelley, Tom / Kelley, David: Reclaim your Creative Confidence, in: Harvard Business Review 12/2012 ***

Kelley, Tom / Kelley, David: Creative Confidence. Crown Business 2013, **

Hasson, Uri et al.: Brain-to-Brain coupling: a mechanism for creating and sharing a social world. Elsevier Ltd. 2011 ***

Haven, Kendall F.: Story Proof – the science behind the startling power of story. Libraries Unlimited 2007 ***

Heider, Fritz / Simmel, Marianne: An Experimental Study on Apparent Behavior

The American Journal of Psychology, Vol. 57. No.2, University of Illinois Press April 1944, pp. 243-259, University of Illinois Press 1944 ***

Watch: **Heider and Simmel (1944) animation** on [YouTube](#)

Hsu, Jeremy: The Secret of Storytelling, in Scientific American, August/September 2008, **

Murphy Paul, Annie: Your Brain on Fiction, in: New York Times, 17.3.2012, **

Reagan, A. J. et al: The emotional arcs of stories are dominated by six basic shapes. Vermont Complex Systems Center 2016, **

Schank, Roger C.: Tell me a story. Northwestern University Press 1995 **

Sinek, Simon: Start with Why: How Great Leaders Inspire Everyone to Take Action. Penguin Group 2009 ***

Widrich, Leo: The Science of Storytelling, in: Lifehacker 5.12.2012, ***

Zack, Paul: »Why Your Brain Loves Good Storytelling«. Harvard Business Review, Oct 2014 *** - Paul Zack on the importance of hormones and neurons in storytelling - his studies on storytelling have changed the way we look at this communication technique. See also the video "Future of Storytelling"

German | alphabetic order

Breithaupt, Fritz: Das Narrative Gehirn - Was unsere Neuronen erzählen. Suhrkamp, 2022 ** - Breithaupt ist Kognitionswissenschaftler und Germanist an der Indiana University in Bloomington/USA - und als solcher hat er einen ganz besonderen Blick auf "Geschichten". Spannend, wie ein Neurowissenschaftler auf Anfang, Mitte und Ende einer Story blickt und wie er die verschiedenen Wirkweisen einer Geschichte analysiert. Vieles davon ist schon bekannt, Breithaupt kann es aber mit Studien belegen - dadurch bekommt das Buch neue Relevanz. Ganz besonders gefallen hat mir das Kapitel über "Vulnerabilität", die er anhand der Protagonisten und Protagonistinnen in Märchen der Gebrüder Grimm erläutert, denn fast alle Märchenfiguren in der Titelrolle sind verletzte, zarte Wesen, sind unschuldige Kinder oder schützenswerte, zarte Frauenfiguren (ein Aspekt, den Disney später komplett auf den Kopf stellen wird, aber das ist eine andere Geschichte). Breithaupt analysiert auch die Erfolgskriterien von Stories - anhand von "Stille-Post-Spielen". Dabei bittet er Testpersonen eine Geschichte a la "Stille-Post" immer weiter zu

erzählen - von Person zu Person. Am Ende überprüft er dann, was hinten rauskommt. Sehr interessant und lesenswert.

Campbell Joseph: Der Heros in tausend Gestalten. Insel Taschenbuch 2556, 1999 ***

Freytag, Gustav: Die Technik des Dramas. Autorenhaus Verlag 2012 **

Lotter, Wolf: Die kreative Revolution. Was kommt nach dem Industriekapitalismus?. Murmann Verlag 2009 ***

Rushkoff, Douglas: *Present Shock – Wie wir die Zukunft einholen und die Gegenwart verloren haben.* Orange Press 2014 ***

Rushkoff, Douglas: *Unendliche Spiele,* in: GDI Impulse Nr. 1 2014, S. 68–74 ***

Schapp, Wilhelm: In Geschichten verstrickt. Zum Sein von Mensch und Ding. Vittorio Klostermann, 1. Auflage 1953 ** - "Wilhelm Schapp ist der Vater der Geschichtenphilosophie", so beginnt das Vorwort zu fünften Auflage dieses hochtheoretischen Werkes über die Verstrickung von Menschen in ihre Geschichten und die Verstrickung von Geschichten in Menschen. Berits in den 50ern machte Schapp darauf aufmerksam, wie entscheidend Geschichten für die Identität von Menschen sind und wie sich Gruppen und auch Nationen auf Geschichten als gemeinsamen Bedeutungsrahmen berufen: "Wir Menschen sind immer in Geschichten verstrickt. Zu jeder Geschichte gehört ein darin Verstrickter, Geschichte und In-Geschichte-verstrickt-sein gehören so eng zusammen, dass man beides vielleicht nicht einmal in Gedanken trennen kann."

Stein, Sol: *Über das Schreiben.* Zweitausendeins 1997 **

2 Corporate Storytelling

English | alphabetic order

Boje, David M: Storytelling Organizations. SAGE 2008 * - This book is the exact opposite of Ralph Stieber's "Storyseller" (see further down in this list). Stieber offers a pragmatic how-to book with lots of truisms. Not very technical or even scientifically proven. But easy to read and thoroughly inspiring. The exact opposite is the book by David M Boje, US professor of ... well, what actually... in any case: management and the associated "storytelling for companies". Boje has made the subject of narrative management and corporate storytelling his specialty and that's how he writes. I don't think I'm the only one who has to admit that you have to read some of his sentences two or even three times. And that's not because of the English (or either). Boje not only develops his own scientific thesis on the subject, but also introduces his very own vocabulary, such as antenarrative. Storytelling Organizations is one of his classics - he has written over 17 books on the subject of narrative management and is certainly one of the professional greats in this field. If it weren't for his penchant for spirituality and shamanism... all this, combined with the highly complex thinking of his books ... make it difficult for me to follow him and thus to derive any real added value from his theses. But that is entirely my problem.

Fog, K. / Budtz, C. / Yakaboylu, B.: Storytelling - Branding in Practice. Springer 2005 * - It's incredible that this practical guide to branding and storytelling dates back to 2005. How little it was heard. Or application. It would take over ten years for most of these tips to be put into practice in marketing and corporate communications. Fog, Budtz and Yakaboylu were way ahead of their time. So today - almost twenty years after the book was published - it all reads like a matter of course. And yet it is worth taking a look at this book, because there is no easier way to explain storytelling. And it mentions a number of customer examples and brand stories as illustrative material that will later be referred to again and again in the specialist literature. You could

almost say that this book is the source of several books on storytelling that were to follow later.

Juarez, Mario: The unlikely story of Microsoft's Chief Storyteller. In: Maril Juarez New-Blog, 2019 ***

Harrison Monarth: The Irresistible Power of Storytelling as a Strategic Business Tool, in: HBR Blog Network 11.3.2014 ***

Hill, Andrew: Corporate storytellers are best left on the shelf, in: Financial Times 17.3.2014, ***

Hsu, Jeremy: The Secrets of Storytelling, in: Scientific American Mind, 15552284, Aug/Sep 2008, Vol. 19, Issue 4 ***

McKeen, Robert / Fryer, Bronwyn: Storytelling that Moves People, in Harvard Business Review, June 2003 ***

Monarth, Harrison: »The Irresistible Power of Storytelling as a Strategic Business Tool« Harvard Business Review Blog, 11.3.2014 ** - "It's not often that you hear Budweiser and Shakespeare mentioned in the same breath. But according to new research from Johns Hopkins University, the Bard's deft application of storytelling techniques featured prominently in the beer company's Super Bowl commercial..."

Ricuperati, Gianluigi: Dinner with Microsoft's CHIEF STORYTELLER, in 032c.com 2. Mai 2016, <https://032c.com/microsoft-storyteller-steve-clayton> ***

Orme, Greg: »Leading Organisational Change? To Spark Action, Tell A Hollywood Story« Forbes, Feb 2023 *** - "The Avatar sequel Way of Water is breaking box office records. Like other blockbuster franchises such as Harry Potter, the Avengers and Star Wars series, the movie uses a narrative approach which transforms brain chemistry. This powerful storytelling technique can be used by leaders attempting to drive change in their organisations..."

Tomboc, Kai: »The Power of Business Storytelling«. Piktochart Aug 30, 2023 **
- "Storytelling has become a business buzzword for the past few years. You're probably tired of listening to everyone's ideas (from business people to PR professionals) about how to write stories that engage, stories that sell to your audience, storytelling archetypes, and everything in between...." Pragmatic tips and best examples from 9 experts

German | alphabetic order

Bucay, Jorge: Komm, ich erzähl dir eine Geschichte. Fischer Verlag 2006 **

Schach, Annika: Storytelling und Narration in der Public Relations. Eine textlinguistische Untersuchung der Unternehmensgeschichte. Springer VS, 2016 ***

Sottong, Hermann: Die Zukunft des Storytellings – ein kurzer Ausblick, in: Der Storytelling Blog 30.9.2013. **

3 Storytelling as a Leadership Skill

English | alphabetic order

Denning, Steve: *The Leader's Guide to Storytelling*. John Wiley & Sons Inc. 2011 ***

Raskin, Andy: [Why Leadership = Storytelling](#), in: Medium, 24.1.2017 ***

Smith, Paul: [The Top Four Mistakes That Make Business Leaders Awful Storytellers](#). In Fast Company, 11.5.2016 ***

German | alphabetic order

Schönthaler, Philipp: *Portrait des Managers als junger Autor*. Matthes & Seitz, 2016, S. 14 ***

4 Brand Storytelling

English | alphabetic order

Bacon, Jonathan: Brand storytelling: Narrative theory, in: MarketingWeek 18.7.2013 ***

Fog, Klaus / Budtz, Christian / Yakaboylu, Baris: Storytelling – Branding in Practice. Springer, 2005 *

Fuoti, Julie / Johnson, Lisa: Story Juice. How Ideas Spread and Brands Grow. Grapevine Group 2012 ***

Gladwell, Malcolm: Der Tipping Point. Berlin 2000, S. 99–100 ***

Heath, Chip / Heath, Dan: Made to Stick. Random House 2010 ***

Meng, Tham Khai: The Ape, the Adman and the Astronaut. The Red Papers / Ogilvy & Mathers 2012 ***

Piombino, Kristin: How Microsoft's storytelling approach makes the brand money, changes perceptions, in: ragan.com 2.12.2013 **

German | alphabetic order

5 Journalism & Storytelling

English | alphabetic order

German | alphabetic order

Flath, Herbert: **Storytelling im Journalismus. Formen und Wirkung narrativer Berichterstattung.** Dissertation TU Ilmenau 2012 ***

Henri-Nannen-Journalistenschule (Hrsg.): **Die Geschichte hinter den Geschichten.** Gruner + Jahr 2012 **

6 Political Storytelling

English | alphabetic order

German | alphabetic order

7 Data & Storytelling

English | alphabetic order

Ebner, Karen – Video: TEDx Talk - You're your brain response to stories and why they're crucial for leaders **

German | alphabetic order

8 Visual Storytelling

English | alphabetic order

Lester, Paul Martin: Syntactic Theory of Visual Communication. Department of Communications California State University 2006 **

McCabe, David P. / Castel, Alan D.: Seeing is believing: The effect of brain images on judgments of scientific reasoning, in Science Direct, Cognition 107, Elsevier 2008, S. 343–352 **

Neomann: 13 Reasons why your Brain craves Infographics. Infographic Design, 2014 **

German | alphabetic order

9 Storytelling in Film & Video

English | alphabetic order

Field, Syd: Screenplay. The Foundations of Screenwriting. Delta Book 2005 ***

Landau, Neil / Frederick, Matthew: 101 Things I Learned in Film School. Grand Central Publishing 2010 ***

McKee, Robert: Story. Substance, Structure, Style and the Principles of Screenwriting. Methuen, 1999 ***

McMahon, Gavin: Pixar's 22 Rules to Phenomenal Storytelling. Slideshare. ***

Singer, Greg: The Secret of Pixar Storytelling, in: AWN Animation World Network, 19.3.2011 ***

German | alphabetic order

10 AI Storytelling

English | alphabetic order

German | alphabetic order

Erb, Oliver: ChatGPT in PR, Social Media und Employer Branding, Epubli, 2023 *** - Oliver Erb war wirklich schnell. Er hat sich voll in das Abenteuer "ChatGPT" gestürzt und ausprobiert, was man als PRler alles damit machen kann. Mit seinem einfachen, unerschrockenen Ansatz hat er ein sehr praxisnahes Buch zusammengestellt, das wirklich gute Tipps im Umgang mit dieser KI gibt. Und das auch gut auslotet, was derzeit geht und was nicht. Da sich ChatGPT und andere Programme sehr schnell weiterentwickeln, sollte man schnell zugreifen und mit Oliver Erb die Basics lernen, bevor die nächste wilde Sau durch's Dorf getrieben wird. Doch dieses KI-Schweinchen wird mit Sicherheit ein Weilchen bleiben und uns ganz schön beschäftigen. Danke an Oliver Erb für diese wunderbare Vorarbeit und Hilfestellung. Sehr lesenswert.

11 Digital Storytelling

English | alphabetic order

Latitude: The Future of Storytelling. **

Pratten, Robert: Getting started in Transmedia Storytelling. A Practical Guide for Beginners. Robert Pratten 2011, Seite 77 ***

Primed, Daniel: An Overview of Trans-media Storytelling and Video Games, in: Daniel Primed Blog 21.11.2010 ***

Teixeira, Thales: The New Science of Viral Ads, in: Harvard Business Review 3/2012 ***

German | alphabetic order

von Gehlen, Dirk: Meta! Das Ende des Durchschnitts., Matthes & Seitz, 2017. *** - Nach dem Buch "Meme" bin ich zu einem Fan von Dirk von Gehlen geworden. Das kleine, schnell geschriebene Buch über die Internetphänomene gefiel mir. Also gleich mal ein weiteres Buch gekauft. Dieses Mal wieder ein aktuelles Thema: Metadaten. Aber leider bleibe ich etwas enttäuscht zurück. Keine wirklich neuen Erkenntnisse und erstaunlich schnell veraltet. Krass, was sich im Internet in nur drei Jahren so tut. Doch die Grundidee hat selbstverständlich immer noch Bestand und ist wichtig zu bedenken: wie sinnvoll ist es, mit einem Durchschnitt zu arbeiten bzw. Durchschnittliches zu erarbeiten? Allein die Ausgangsüberlegung ist schon spannend. Denn eigentlich gibt es so etwas wie den "Durchschnitt" ja gar nicht. Es ist die Summe und dann der Querschnitt durch Daten, die man hat. Das Ergebnis gibt dann eine

Wunschkonstellation, die es wahrscheinlich nie geben wird. Herrlich führt von Gehlen das an der Konstruktion von Flugzeug-Sitzen vor, die aufgrund von Durchschnittsdaten konstruiert werden - und dann für niemanden bequem sind. Aber eigentlich will von Gehlen gar nicht über den Durchschnitt sprechen. Sondern über Individualisierung und Personalisierung. Denn durch das Sammeln von Meta-Daten werden Unternehmen, Marken, Software und Apps so schlau, dass sie alles für uns maßgeschneidert produzieren könnten: Informationen, Schuhe, Unterhaltung. Ob man das will oder nicht. Und was passieren kann, wenn man politische Informationen so nutzt, hat man am Brexit und bei der Wahl von Donald Trump gesehen ... Am Ende seines kleine Büchleins ist von Gehlen sehr positiv... doch die letzten drei Jahren haben uns leider das Gegenteil gelehrt.

von Gehlen, Dirk: Meme. Verlag Klaus Wagenbach, 2020 *** - Eine Liebeserklärung an die "Ohrwürmer des Internets", an Memes. Der Journalist und Leiter Social Media der Süddeutschen Zeitung beschreibt auf 76 Seiten dieses kleinen Büchleins den aktuellen Stand dieses seltsamen Internetphänomens, dessen Wesen man gar nicht so leicht auf die Schliche kommen kann.

12 Immersive Storytelling

English | alphabetic order

Murray, Janet H.: Hamlet on the Holodock - The Future of Narrative in Cyberspace. The MIT Press, 1997 ** - As early as 1997, American literature professor Janet Murray explored the theory of three-dimensional storytelling. With many literary and film citations, she demonstrates the connectivity of this new narrative form and, with this book, created a fundamental work for work on virtual space and metaverse.

Rose, Frank: The Art of Immersion - How the digital generation is remaking Hollywood, Madison Avenue, and the way we tell stories. W. W. Norton & Company 2011 ** - "... We know this much: people want to be immersed. They want to get involved in a story, to carve out a role for themselves, to make it their own. But how is the author supposed to accommodate them?" ... Frank Rose dives into the experience of immersive storytelling. A wonderful book that categorizes the technological possibilities that will arise in the future through AR and VR, AI and streaming services, etc. and explains their significance for #storytelling. He takes his readers on a journey through previous first attempts at this new type of storytelling - from interactive experiments in "Whysoserious", the alternate game surrounding the film premiere of THE DARK KNIGHT, to a look behind the scenes of the narrative worlds of STAR WARS, HARRY POTTER and AVATAR, talks about the methodological dispute over control or freedom in games and shows puzzles and simulations in LOST or SIMS. It is a wild ride through the film, series and game history of the 20th century in order to genealogically classify and interpret the phenomenon of "interactive storytelling". <https://www.artofimmersion.com/>

German | alphabetic order

13 The Dark Side of Storytelling

English | alphabetic order

Gottschall, Jonathan: The Story Paradox. How our love of Storytelling builds societies and tiers them down, Basic Books, 2021 *** - Oh God, what times these are. In 2013, the same author, Jonathan Gottschall, published the wonderful book "The Storytelling Animal - How stories make us human". In it, he provided the best line of reasoning on how stories have made us humans into social and empathetic beings. Every storyteller knows his book. But eight years later, something has happened. The staunch advocate for this communication technique became a warner and critic. The pandemic and its conspiracy theories, Brexit, the rise and madness of Donald Trump and the radicalization of opinion in the USA - Gottschall attributes all of this to the impact of stories. It's a paradox that stories can do so much good. But at the same time, they can also have such a devastating effect that we have to warn against storytellers. I read the book with a heavy heart - much of it could be stigmatized as "American". But I fear that the man is right in many respects and that we in Europe are just as exposed to this danger.

German | alphabetic order

Herrmann, Sebastian: Starrköpfe überzeugen. Psychotricks im Umgang mit Verschwörungstheoretikern, Fundamentalisten, Partnern und ihrem Chef. Rowohlt, 2013 *** - Wieso wusste Sebastian Herrmann, Autor und Journalist, bereits 2013 von diesen irren Verschwörungstheoretikern? Nun, das Phänomen ist nicht neu. Und so sind seine Tipps, wie man mit diesen Menschen umgeht bis heute aktuell. Allerdings gefällt mir sein neueres Buch von 2019, das ich letztes Jahr gelesen haben - Sebastian Herrmann, Gefühle Wahrheit - Wie Emotionen unser Weltbild formen - inhaltlich und sprachlich besser. Einiges wird 2019 wiederholt, daher war die Lektüre des Vorgängerbuches für mich wohl nicht mehr ganz so spannend. Egal, welches Buch man liest, Herrmann gibt in beiden

praktische und einfache Kommunikationstipps im Umgang mit schwierigen Menschen. Sehr hilfreich und lehrreich.

Han, Byung-Chul: Die Krise der Narration. Matthes & Seiz, 2023 *** - Puh, ich fühle mich so schlecht. Und das liegt an diesem Essay von Byung-Chul Han, der als Professor der Philosophie und Kulturwissenschaften an der Universität der Künste in Berlin leider genau auf den Punkt bringt, was das Problem ist mit "Storytelling". Ja, er sagt es mir direkt ins Gesicht: Ich bin schuld. Oder wie er es konkret schreibt: "In der Welt von Storytelling wird alles auf Konsum reduziert. Dadurch werden wir blind für andere Erzählungen, für andere Lebensformen, für andere Wahrnehmungen und Wirklichkeiten. Darin besteht die Krise der Narration im Zeitalter des Storytellings." Klingt brutal. Ist aber leider nur schwer widerlegbar. Der Mann hat ja Recht. Je mehr wir Storytelling als "Tool" strategisch geschickt einsetzen, um so mehr werden "Geschichten" eigentlich entwertet. Je mehr wir Erzählungen für konkret gerichtete Zwecke nutzen, umso mehr geht auch die Magie aller Erzählungen verloren - denn in der Masse an Stories gehen die Narrationen, die wirklich wichtig sind, einfach unter. Eigentlich müsste ich jetzt sofort den Stift aus der Hand nehmen, den Löffel abgeben und mich vom Acker machen - denn so klar hat mir noch niemand vor Augen geführt, wie schädlich mein Wirken eigentlich ist und dass ich selbst dafür verantwortlich bin, dass die Kraft von Geschichten immer mehr abnimmt. Puh - da muss ich mich jetzt erst einmal in eine Denkpause verabschieden. Urlaub muss her.

Sammer, Petra Video: TEDx Talk – Über gutes Storytelling und die dunkle Seite des Erzählens.

14 About Petra Sammer



Petra Sammer is a creative strategist, idea coach and trend scout for marketing, PR and communication. As keynote speaker, author and trainer Petra shares her knowledge and advise based on 25 years of experience working with marketing and brand professionals as well as communications experts and leadership teams.

In her seminars, workshops and trend-talks Petra's is a source of inspiration to business leaders and their teams. She motivates her clients to discover and evaluate latest communication trends for their own businesses and helps them to incorporate new, creative ideas effectively into their projects and work.

Petra started her career as a journalist and joined Ketchum, a leading global communications network, in 1992. As Managing Director Germany, Global Partner and Chief Creative Officer Petra was responsible for the strategic and creative direction of the agency. Together with her creative teams she helped Ketchum Pleon becoming Germany's most creative agency in Germany in 2016 and 2017 ([PR-Kreativ-Ranking Germany](#)).

Ideation and Storytelling are Petra's strengths. Her know-how is nourished by the collaboration with a diverse range of corporations and organizations such as Altana, Bayer, Bertelsmann, BMW Group, Bosch, Burger King, Campari, Caritas, Elvia, Freudenberg, GlaxoSmithKline, IBM, Henkel, Hitachi, Kodak, Merck, Mercedes-Benz, Nestlé, Pixar, Random House, Starbucks, Sennheiser, SOS-Children's-Villages-International, Unilever, TransferWise, Union Investment, Whirlpool/Bauknecht and many more.

Petra Sammer is the author of several bestselling books such as *Storytelling in Marketing und PR*, *Visual Storytelling* and *What's your Story? Leadership Storytelling*. She has won numerous Marketing- and PR-Awards, served as a member of the jury at the Cannes Lions Awards, D&AD Awards, CLIOS and Eurobest Awards. 2018 Petra started her own business pssst... – helping corporations, brands and leaders to find and tell compelling stories.

And pssst... Petra is always searching for good ideas and stories.

Books & Publications (selection)

- **Storytelling – Strategien und Best Practices für PR und Marketing**, O'Reilly 2nd edition 2017, German, ISBN: 978-3-96009-055-7
- **Visual Storytelling: Visuelles Erzählen in PR & Marketing**, O'Reilly 2015, German, ISBN: 978-3-96009-001-4
- **Storytelling – Geschichten in Text, Bild und Film**, hrsg. Annika Schach, Springer Gabler 2017, German, ISBN: 978-3-658-15231-4
- **What's your Story? Leadership Storytelling**, O'Reilly 2019, German. ISBN: 978-3960090830.
- All books available in your bookstore, on amazon or have a look at petrasammer.com/books

Awards & Jurys (selection)

- 1998 Deutscher PR Preis Best Sales Campaign on behalf of US Sunflower Association
- 2003 PR Report Award Best Product Launch for "Mission MINI" on Behalf of BMW/MINI

- 2004 PR Report Award Best Corporate Campaign “Was geht? Zukunft konkret” on behalf of labor union IG Metall Bayern
- 2006 Deutscher PR Preis Best Change Communications for “one company one sound” on behalf of Deutsche Leasing
- 2007 Deutscher PR-Preis Best Online-Relations Campaign for “FriendsScout24 goes Second Life”
- 2008 European Excellence Award Best Corporate Communications for “Opening BMW Welt” on behalf of BMW Group
- 2010 PR Report Award and Deutscher PR-Preis Best Consumer Campaign for “50th Anniversary Barbie” on behalf of Mattel
- 2014 Member of the jury at Cannes Lions (PR Lions) & CLIO Awards
- 2016 Member of the jury at Cannes Lions Innovations Award (Creative Data) & D&AD Awards
- 2016 Ketchum Pleon to be awarded “most creative PR-agency in Germany” (PR Kreativranking 2016)
- 2017 Member of the jury at D&AD Awards & Best-of-Content-Marketing-Awards
- 2017 Ketchum Pleon awarded as “most creative PR-agency in Germany” – 2nd time in a row (PR Kreativranking 2017)
- 2018 marketing magazine absatzwirtschaft rankes petrasammer.com as one of the 20 best marketing blogs in Germany
- 2018 / 2019 Member of the jury of dpa Infographic Award honouring best work from Germany, Austria and Switzerland
- 2019 – 2024 Member of the jury Best Content Marketing Award Germany



Petra Sammer | Phone: +49 (0) 173 2073846

Email: sammerpetra@gmail.com | **Website:** www.petrasammer.com

Blog: sammerstories.blogspot.com/ | **LinkedIn:** [linkedin.com/in/petrasammer/](https://www.linkedin.com/in/petrasammer/)

Newsletter: [pssst...Sammery – get for free here](#)