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Move Mountains, explains to readers how to use a process called CAST (Content, Audience, Story and Tell) to create effective stories and visualisations - known as 'Story Mapping' - and deliver persuasive presentations.

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Stories that Move Mountains: Storytelling and Visual Design for Persuasive Presentations Martin Sykes , A. Nicklas Malik , Mark D. West ISBN: 978-1-118-42399-8 October 2012 270 Pages

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The Visual Story Map - Stories that Move Mountains: Storytelling and Visual Design for Persuasive Presentations [Book] The Visual Story Map The diagram below is called a Visual Story Map. We developed the Visual Story Map to illustrate the process for creating a visual story, and to show how the steps of the process relate to one another.

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