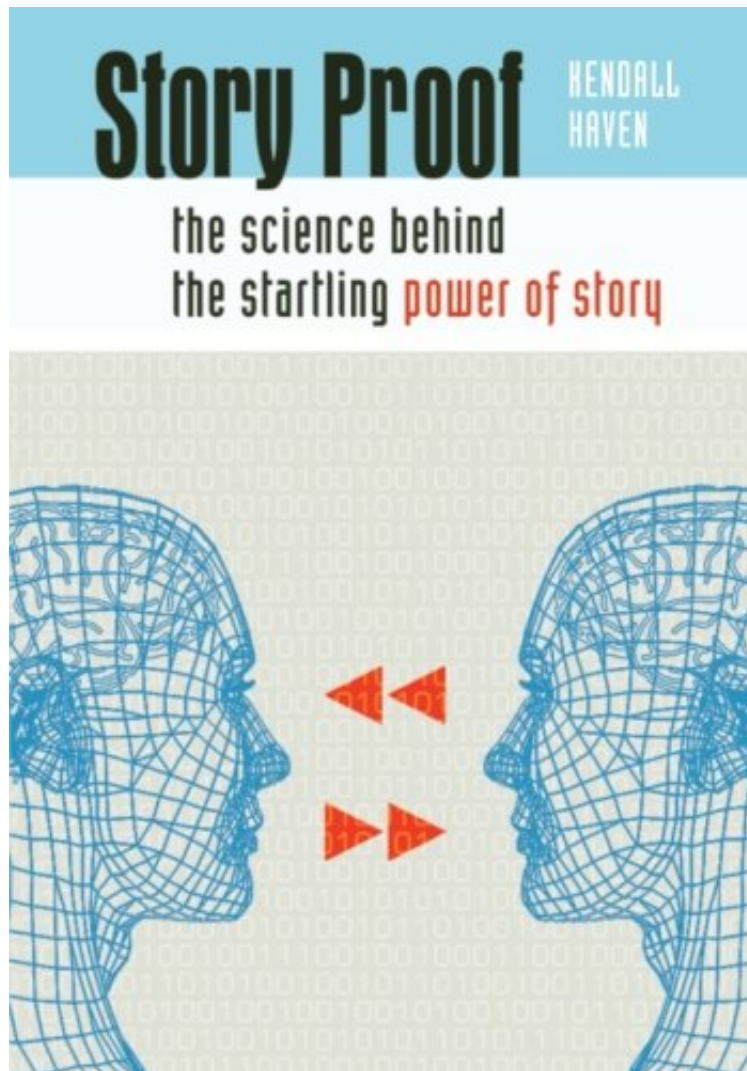


[Download ebook] Story Proof: The Science Behind the Startling Power of Story

## Story Proof: The Science Behind the Startling Power of Story

*Kendall Haven*

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**Kendall Haven : Story Proof: The Science Behind the Startling Power of Story** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Story Proof: The Science Behind the Startling Power of Story:

11 of 11 people found the following review helpful. A Seminal Work By James A. Signorelli Story Branding(TM) 2.0: Creating Standout Brands Through the Purpose of Story The subject of stories has received a great deal of attention as of late. But upon close analysis the word 'story' is quite fuzzy and has many meanings. What is a story really? Something with a beginning, middle and end? A white lie? A news report? You'd be surprised at what can be found out just researching this question, which is what Kendall Haven did for 10 years while writing this book. This is THE

book about stories, what they are and why they are so powerful. No other comes close. If you have even the slightest interest in story as a tool to enhance communication to persuade, engage audiences, or just to entertain, this is not only a must read, it should be a first read. I refer to it often and probably will for a long time. It's incredibly well researched, and very well written. Chapter one is worth the entire price of the book and then some. 4 of 4 people found the following review helpful. No cogent theory on story. By Madison, WII wanted to like this book, but, unlike a good story, it did not build to anything I cared about. Instead the author kept telling the reader about how many articles and books he'd read to write this book (imagine!), and that they all proved that story was indeed, powerful. I suppose it could serve as a collection of references, but the treatment is not academic nor popular. I'm not sure what it is but it didn't do the subject justice. 0 of 0 people found the following review helpful. Story Proof: proof positive for positive change. By Elizabeth Wallace. A massive amount of work and thought went into this book and I'm so glad Kendall took it on so I didn't have to :). It is a necessary read for storytellers and educators to use the power of story to introduce new ideas, info and perhaps values to their audiences and students. When you truly understand the power of story on each of us who are hard wired to learn that way, you can't possibly take storytelling less than deadly seriously.

Like Stephen Krashen's important work in *The Power of Reading*, *Story Proof* collects and analyzes the research that validates the importance of story, story reading, and storytelling to the brain development and education of children and adults. Accomplished researcher and storyteller Kendall Haven, establishes the need for understanding the research findings in neural psychology and brain development and the value of a common definition of story if one is to fully grasp the importance and necessity of story to the development of the human mind. To support his case, he reviews a wealth of research from storytellers, teachers, and others who have experienced the power of story firsthand. The author has collected anecdotal experiences from over 100 performing storytellers and from 1,800 story practitioners (mostly teachers) who have made extensive use of stories. He has read more than 150 qualitative and quantitative research studies that discuss the effectiveness of stories and/or storytelling for one or more specific applications (education, organizational management, knowledge management, medical and narrative therapy, etc.). Forty of these studies were literature reviews and comparative studies including analysis of over 1,000 studies and descriptive articles. He has also gathered research evidence from his own story performances for total audiences of over 4 million and from conducting story writing workshops with 200,000 students and 40,000 teachers.

"We have been hearing recently about the trend away from narrative fiction as the choice of a new generation. Haven comes at us with the most articulate defense of story as an essential element in education. He looks at the tradition and examines the research behind story to make his major point that we cannot ignore this genre and that we do so at the peril of effective teaching and powerful teaching strategies. In the face of drill-and-kill reading programs, Haven reminds us that story can be and is as powerful as ever. Bottom line: This is a good read. A powerful reminder. Thanks, Kendall." - Teacher Librarian  
About the Author Kendall Haven is a former research scientist, an accomplished storyteller, and the author of many books for Libraries Unlimited and Teacher Ideas Press.