

Referências Bibliográficas e Storytelling:

Online, links úteis:

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Livros:

1. All Marketers are Liars, Seth Godin
2. Story: substância, estrutura, estilo e os princípios da escrita de roteiro, Robert McKee
3. Unleash the Power of Storytelling: Win Hearts, Change Minds, Get Results, Rob Biesenbach
4. Building a StoryBrand: Clarify Your Message So Customers Will Listen, Donald Miller

Outros Materiais:

- [Fotografias](#)
- [Conteúdos de suporte à formação.](#)