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Contact me at howdy@kimhartman.se 4 Chapter 1: Branding through Storytelling In the beginning: stories were told around the campfire, strengthening and shaping the tribe identity, gave it values and created a reputation towards other tribes. Stories define who we are and what we stand for

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Storytelling: Branding in practice By Klaus Fog Summary by Kim Hartman This is a summary of what I think is the most important and insightful parts of the book. I can't speak for anyone else and I strongly recommend you to read the book in order to grasp the concepts written here.

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