



RESOURCE LIST

Why Storytelling Works

[Empathy, Neurochemistry, and the Dramatic Arc](#). Prods. Paul Zak and William

Casebeer. *Future of Storytelling*. 16 May 2013. Web.

Gillet, Rachel. "[Why Our Brains Crave Storytelling In Marketing](#)." *Fast Company*. 4 June 2014. Web.

Gottschall, Jonathan. "[The Science of Storytelling: How Narrative Cuts Through Distraction Like Nothing Else](#)." *Fast Company & Inc.* 16 Oct. 2013. Web.

Hsu, Jeremy. "[The Secrets of Storytelling](#)." *Scientific American* Aug.-Sept. 2008. Web.

Jones, Shane. "[The Psychology of Stories: The Storytelling Formula Our Brains Crave](#)." HubSpot Inbound Marketing, 28 Apr. 2014. Web.

McMahon, Gavin. "[The Science Behind Storytelling — and Why It Matters](#)." The Official SlideShare Blog, 20 Nov. 2013. Web.

Oberoi, Ankit. "[The Science of Storytelling & Memory and Their Impact on CRO](#)." *ConversionXL*. 21 Feb. 2014. Web.

Rose, Frank. [The Art of Immersion: How the Digital Generation Is Remaking Hollywood, Madison Avenue, and the Way We Tell Stories](#). New York: W.W. Norton, 2011. Print.

Weinroth, Adam. "[The Science of Storytelling](#)." OneSpot, 22 May 2014. Web.



Widrich, Leo. "[The Science of Storytelling: Why Telling a Story Is the Most Powerful](#)

[Way to Activate Our Brains.](#)" Lifehacker, 12 Jan. 2011. Web.

Zak, Paul J. "[How Stories Change the Brain.](#)" Web log post. *Greater Good: The Science of a Meaningful Life*. University of California, Berkeley, 17 Dec. 2013. Web.