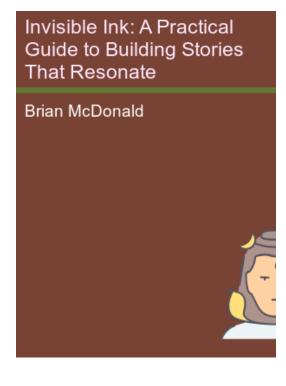# Download Invisible Ink: A Practical Guide to Building Stories That Resonate Full Book

Information:

Author: *Brian McDonald*

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Dimensions: *152 x 229mm*

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Overview:

Invisible Ink is a helpful, accessible guide to the essential elements of the best storytelling by award-winning writer/director/producer Brian McDonald. Readers learn techniques for building a compelling story around a theme, engaging audiences with writing, creating appealing characters, and much more.

Additional Info:

The Golden Theme, How to Lie with Statistics, Essence of Decision, Thinking, Fast and Slow, The War of Art, Framed Ink, Ink Spots, Introducing Python, Writing for Emotional Impact, Save the Cat!, The Visual Display of Quantitative Information, The Anatomy of Story, Creating Character Arcs, Introductory Econometrics, The Probability and Statistics for Engineering and the Sciences, An R Companion to Applied Regression, Wired For Story, Story: Substance, Structure, Style, and the Principles of Screenwriting, The Silver Way, My Life in Advertising and Scientific Advertising