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Robert McKee (born January 30, 1941) is an author, lecturer and story consultant

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who is widely known for his popular "Story Seminar ", which he developed when he was a professor at the University of Southern California.

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provide the framework and process to make us all great storytellers. They set the stage for the future of marketing and teach the reader how to chart their own course. Their writing style is engaging and inspiring.

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STORYNOMICS and the impact of Story on Business A few years ago, I sat in a lecture on storytelling. I was surrounded by Hollywood producers, actors, directors, screenwriters, playwrights and television writers. We were attending Robert McKee's story seminar.

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