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elements of a

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the "magic" of story

construction and

the relationship

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screen.

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

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the human brain.

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for what it is and
get people to laugh,
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will balance. In this
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qualified to explain
the "magic" of story

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progress and
putting major
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screenplay fit together, and no one is better qualified to explain the "magic" of story construction and the relationship between structure and character than Robert McKee.

"In Story
screenwriting guru
Robert McKee

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presents his powerful and much sought-after knowledge in a comprehensive guide to the essentials of screenwriting and storytelling." -- Methuen.

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guide Story, from
the most sought-
after expert in the
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workshops have
earned him an
international
reputation. The list
of alumni with
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cornerstone of his program is his singular book, Story, which has defined how we talk about the art of story creation.

Now, in DIALOGUE, McKee offers the same in-depth analysis for how characters speak on the screen, on the stage, and on the

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The long-awaited

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storytelling in
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a path for brands seeking to navigate the rapid decline of interrupt advertising. After successfully guiding organizations as diverse as Samsung, Marriott International, Philips, Microsoft, Nike, IBM, and Siemens to transform their

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Marketing Story from an ad-centric to story-centric approach, McKee and Gerace now bring this knowledge to business leaders and entrepreneurs alike. Drawing from dozens of story-driven strategies and case studies taken from leading B2B and B2C

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An in-depth look at every aspect of Cameron's creative genius, providing a revealing portrait of the director's life and work.

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a definitive guide on

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structure * tone,

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crucial moments in

storytelling

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The idea of Into the Woods is not to supplant works by

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Mamet, or any

other writers of

guides for

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playwrights, but to

pick up on their

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reader on a

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