

Contact Information

For any distribution queries, interviews, invites, questions or clarifications, please reach out to:

Ronni Gurwicz: Co-Author & Distribution Lead	Email Address: info@ronnigurwicz.com	Phone: (+44) 07481739200	Linktree: https://linktr.ee/ronnigurwicz
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Barel, Gurwicz, & Packer

The World is Storytelling

Sharing Stories

Social Impact & Personal Growth



History

Deep in the darkness of the first Covid lockdown, three different people sat down over Zoom. Three different countries. Three different styles of glasses. Three different perspectives on storytelling. One shared passion. To write the most pertinent and decisive guide on how sharing stories can contribute to social impact and personal growth.

We started with a smaller guide written by Arjen in Dutch, and expounded, expanded, argued, distilled, clarified, spending three years honing the best book we could possibly create. With a mix of campfire magic, clear guidance, and whimsical stories, there is a wide audience for this book, borne out by the testimonies from different readers up until now. The feedback is exciting, and we are super motivated to continue the process of sharing our belief that the world is storytelling.

Blurb

The World is Storytelling offers a fresh perspective on the ancient art of storytelling.

Co-authored by Arjen Barel, Stu Packer, and Ronni Gurwicz, coaches and colleagues at Storytelling Centre Amsterdam, this book takes readers on a fascinating journey through the theory and practice of storytelling in our modern world. Whether you're interested in job creation, language learning, conflict resolution, or simply enjoy folk tales, this book is a snappy, engaging, and insightful exploration of the power of storytelling. Drawing on personal experiences and years of workshop case studies, this book is the ideal companion for anyone interested in the art of storytelling and its impact on the world.

Co-Authors

Arjen Barel: CEO of Storytelling Centre, Amsterdam – based in The Netherlands. <https://storytelling-centre.nl/en/team-2/>, <https://www.linkedin.com/in/arjen-barel-7345651/>

Ronni Gurwicz: 'Create, Define, Communicate' Coach, Consultant to Storytelling Centre Amsterdam, and Ecosystem Analyst – based in Galloway, Scotland. <https://linktr.ee/ronnigurwicz>

Stu Packer: Actor, Coach, and VO Artist – based in Glastonbury, UK. <https://www.linkedin.com/in/stuart-packer/>

Testimonials

"This book is full of practical advice for using humanity's greatest resource, stories, to develop both individuals and communities."

Robin Yassin-Kassab, Author of 'Road from Damascus'

"This book makes me truly realise that our culture, history, and even the way we think are shaped by how stories are told around us..... It allows us to look at humankind from the outside, and that perspective gives us power"

Violeta Caballero-Lopez. Doctoral Researcher at Lund University

"This book presents areas of intervention for storytelling, both theoretical and practical, that I haven't found anywhere else. Something I have always sensed but never saw in writing. A great overview of the real power of Storytelling, for our pasts and our futures"

Irene C. Storyteller & Illustrator

Current Sales Situation

Published in the Netherlands by it&fb, 'The World is Storytelling' is currently available for purchase via the following mediums.

The United Kingdom, Europe, USA:

- Via direct order from the webshop (<https://ronnigurwicz.com/the-world-is-storytelling/>)
- Wholesale inquiries to info@ronnigurwicz.com or from Gardners Book Wholesalers.

Specifically in The Netherlands and Belgium:

- Via it&fb (<https://www.itfb.nl/boeken/the-world-is-storytelling/>)
- Amazon NL (<https://amzn.eu/d/0vjtrvK>) or other European Amazon Stores
- Bol NL (https://www.bol.com/nl/nl/p/the-world-is-storytelling/9300000153805259/?referrer=socialshare_pdp_www)

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Podcast

Welcome to the long awaited tenuously rhyming tiny podcast that proves that the world is actually storytelling. Hosted by Ronni Gurwicz, co-author of the book and drinker of a 1000 coffees with strangers, we aim to explore stories, emotions, and perhaps some sustainability. Check us out on [Spotify!](#)



The World is Storytelling podcast is based on the book by the same name. Written by Arjen Barel, Ronni Gurwicz, and Stu Packer, it is the definitive guide to how sharing stories can be used for social impact and personal growth.



