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In 2018, McKee partnered with digital marketer and Skyword CEO Tom Gerace to write Storynomics: Story-Driven Marketing in the Post-Advertising World. Storynomics , and the accompanying seminar, instructs leaders, managers and marketers how to use story in

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a story-driven bid, entitled “Boldt Builds.” This new pitch starred Boldt on a heroic quest for engineering excellence, fail-proof scheduling, transparent costings, sustainability, and worker safety.

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