

It pays off to tell a good story. One that people cannot forget and one that passes from one generation to another. Just like how McDonald and Coca Cola manage to embed their advertisements in everyone's memory, that's how marketing should be.

Here is a compilation of quotes from the brightest minds in Marketing to explain why there is a need of a *'story'*.

A [slideshare from Ian Rhodes](#) that will inspire you and to make you realize that stories are not for kids only. Ditch the bullets and bold words, for what your audience remember are the sequence, the characters and the happy ending of your marketing tale.

[Business Storytelling: 21 Quotes To Inspire You To Tell Your Story](#) from **[Ian Rhodes](#)**