**For Success In Social Media You Need Narrative**

Cognitive anthropologist Bob Deutsch argues that brands seeking connections with people should be looking to enter their self-narratives, not their conversations.

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<http://www.fastcocreate.com/3039565/for-success-in-social-media-conversation-is-not-enough-you-need-narrative?utm_source=API%27s+Need+to+Know+newsletter&utm_campaign=7d220b8f4a-Need_to_Know_January_27_20151_27_2015&utm_medium=email&utm_term=0_e3bf78af04-7d220b8f4a-31697553>