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Ten years ago Frank Rose wrote The Art of Immersion, a landmark book on tech and narrative. Now he teaches global business executives as director of Columbia University's Strategic Storytelling seminar and heads the Digital Dozen awards

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program at Columbia's pioneering Digital Storytelling Lab.

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contributing editor Frank Rose is the author of five books.

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The Art of Immersion is an eye-opening look at the shifting shape of entertainment today. ©2011 Frank Rose (P)2011 Audible, Inc. Critic Reviews