

# Storynomics

Robert McKee

*comedy, horror, action and writing for television) and the one-day "Storynomics Seminar", teaching the application of storytelling principles in the*

Robert McKee (born January 30, 1941) is an author, lecturer and story consultant who is known for his "Story Seminar", which he developed when he was a professor at the University of Southern California. McKee also has the blog and online writers' resource "Storylogue". Robert McKee's "Story Seminars" have been held around the world. The three-day seminar teaches writers the principles of storytelling. McKee's one-day "Genre Seminars" teach writers the conventions of different styles of storytelling.

Methuen Publishing

*by Mark Dunn*; [www.methuen.co.uk](http://www.methuen.co.uk). Methuen. Retrieved 7 August 2018. *"Storynomics by Robert McKee & Thomas Gerace"*; [www.methuen.co.uk](http://www.methuen.co.uk). Methuen. Retrieved

Methuen Publishing Ltd (; also known as Methuen Books) is an English publishing house.

It was founded in 1889 by Sir Algernon Methuen (1856–1924) and began publishing in London in 1892. Initially, Methuen mainly published non-fiction academic works, eventually diversifying to encourage female authors and later translated works. E. V. Lucas headed the firm from 1924 to 1938.

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