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The Culting Of Brands

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The Culting Of Brands

In addition to describing a fascinating phenomenon, The Culting of Brands will be of enormous value to business leaders. It will teach marketers how to align themselves with a specific segment of the population, how to attract and keep new "members," how to establish a mythology about the company, and how to manage a workforce filled with true believers.

The Culting of Brands: Turn Your Customers into True ...

The Culting of Brands: Turn Your Customers Into True Believers. At first glance, companies like Apple and Nike have little in common with organizations like the Hell's Angels and the Unification Church.

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The Culting of Brands: Turn Your Customers Into True ...

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The Culting of Brands by Douglas Atkin, Douglas Atkins ...

The Culting of Brands 10 Easy Steps for Successful "Culting" of Your Brand. Atkin outlines a simple ten-step formula for elevating a brand to... Targeting Connectors. Before people will buy into your ideology, they need reassurance. That's why you need to first... The Cult Paradox. The cult paradox ...

The Culting of Brands: Turn Your Customers Into True ...

"The Culting of Brands includes interviews with current and former cult members, and some of today's most creative marketers. The book makes the connection between religion and

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consumerism, beliefs and buying instincts."--Jacket Includes bibliographical references (pages 211-219) and index

The culting of brands : when customers become true ...

A cult brand, then is when the group or community is built around a brand. This, of course, is not a new idea. Marketers have always tried to get people to love their products with religious devotion.

Amazon.com: Customer reviews: The Culting of Brands : Turn ...

Cult Brand: a brand for which a group of customers exhibit a great devotion or dedication. Its ideology is distinctive and it has a well-defined and committed community.

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The Culting of Brands by Douglas Atkin A
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Cult Brand: a brand for which a group of customers exhibit a great devotion or dedication. Its ideology is distinctive and it has a well-defined and committed community. It enjoys exclusive devotion (that is, not shared with another brand in the same category), and its members often become voluntary advocates.

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Your Customers into True ...

The Culting of Brands goes beyond brand-building and teaches marketers how to tell better stories and make products, services, or even people, larger than life. Once a brand reaches cult status, it becomes impossible to ignore and forever sets itself apart from the competition. Here's how you can do the same.

10 Easy Steps for Building a Cult Following Around Your Brand

About The Culting of Brands At first glance, companies like Apple and Nike have little in common with organizations like the Hell's Angels and the Unification Church. But in reality, they all fulfill the main definition of a cult: They attract people who see themselves as different from the masses in some fundamental way.

The Culting of Brands by Douglas Atkin: 9781591840961 ...

Synopsis Marketing strategist Douglas

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Atkin has spent years studying how certain customers show the same kind of devotion to their brands (such as Harley Davidson, iPod and eBay) as cult members do to their cults.

Culting Of Brands, The: Turn Your Customers into True ...

In addition to describing a fascinating phenomenon, The Culting of Brands will be of enormous value to business leaders.

The Culting of Brands: When Customers Become True ...

At first glance, companies like Apple and Nike have little in common with organizations like the Hell's Angels and the Unification Church. But in reality, they all fulfill the main definition of a cult: They attract people who see themselves as different from the masses in some fundamental way.

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The culting of brands : turn your customers into true ...

A brand originally was a way for a producer of a brand, like a maker of beer, to put their ownership symbol on it and to give it a sense of authenticity. And this was really, really important when...

Interviews - Douglas Atkin | The Persuaders | FRONTLINE | PBS

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The Culting Of Brands

In his book “ The Culting of Brands,” Douglas Atkins notes a theory called the “ Cult Paradox,” which highlights that people feel most like themselves when they are part of a group; however, the...

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