

The Culting Of Brands

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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.

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.

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

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A cult brand refers to a product or service that has a relatively small but loyal customer base that verges on fanaticism. A cult brand, unlike more traditional brands, has customers who feel a...

Cult Brand - Investopedia

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 ...

The Culting of Brands by Douglas Atkin A Social Media Knowledge Benchmark Richard Rabkin MKTG 6900A Fall

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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.

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Buy The Culting of Brands: Turn 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

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 ...

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

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

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...

Cult Wars: The Making of a Cult Brand | by Jordan Odinsky ...

A cult brand attracts certain customers for a variety of reasons and rewards them in a variety of ways but it is important to keep in mind that few brands possess the power to do so. Also, that a cult brand is not necessarily a consumer product nor even a physical object.

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