

## The Culting Of Brands Turn Your Customers Into True Believers

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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.

### 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 ...

The Culting of Brands: Turn Your Customers Into True Believers | IMPACT Book Summaries. The Culting of Brands is packed with case studies from brands like JetBlue, Harley-Davidson, and Ben & Jerry's. In each scenario, Atkin shows us how these brands make their customers feel special, important, and part of a unique group, fostering a type of loyalty that most businesses can only dream of.

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

The traditional cults he uses (again, remember he has a broad definition) include the Catholic Church, Mormon Church, Unification Church, Hell's Angels, and a few more. On the brand side of things are the usual suspects: Apple, Ebay, JetBlue, Mary Kay, Saturn, Harley-Davidson--brands that have communities built around them.

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The Culting of Brands: Turn Your Customers into True Believers by Douglas Atkin Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising. If you continue browsing the site, you agree to the use of cookies on this website.

### The Culting of Brands: Turn

The Culting of Brands: Turn Your Customers Into True ... Macintosh, Atkin says, is an example of a "cult brand," one that inspires a loyalty as intense as religious devotion by selling an implicit idea, identity, or community along with a product. The Culting Of Brands

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

In The Culting of Brands: Turn Your Customers Into True Believers, Douglas Atkin (Head of Community at AirBnb) shows you how to extract the same principles major brands, religions, and actual cults use to get people excited about your brand and turn them into lifelong customers.

### 10 Easy Steps for Building a Cult Following Around Your Brand

pdf ´ Turn Your Customers into True Believers Douglas Atkin. The Culting of Brands Turn Your Customers into True BelieversA fresh and original look at the phenomenon of cult branding how companies cultivate fanatical customer loyalty 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 ...

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The Culting of Brands: Turn Your Customers Into True Believers by Douglas Atkin. There are no discussion topics on this book yet. Conclusion Notes Bibliography Index. Obvious negative examples, like Waco and Jonestown, are cursorily dismissed as badly managed. Mar 18, Tim rated it it was ok.

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

Download Ebook The Culting Of Brands Turn Your Customers Into True Believers 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. It enjoys exclusive devotion (that is, not shared with another brand in

**The Culting Of Brands Turn Your Customers Into True Believers**

Culting of Brands : Turn Your Customers into True Believers by Douglas Atkin (2005, Trade Paperback) The lowest-priced brand-new, unused, unopened, undamaged item in its original packaging (where packaging is applicable).

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

English. xix, 230 pages ; 24 cm. "Atkin argues that people become addicted to "cult brands" for more or less the same reasons that people become committed to cults. In The Culting of Brands, he explains how companies have fueled such unshakable allegiance." "The Culting of Brands includes interviews with current and former cult members, and some of today's most creative marketers.

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

The culting of brands : turn your customers into true believers. [Douglas Atkin] -- "Atkin argues that people become addicted to "cult brands" for more or less the same reasons that people become committed to cults.

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

An analysis of the process of branding offers insight into how companies cultivate near-fanatical customer loyalty, identifying the commonalities between cults and corporations that use cult-branding techniques, and explaining how marketers and business leaders can attract and retain consumer population segments as well as loyal employees.

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

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**The Culting Of Brands Turn Your Customers Into True Believers**

Once a brand achieves cult status, it becomes almost impossible for a competitor to dethrone it. The Culting of Brands will reveal the secrets of fierce customer identification and, most important, unbreakable loyalty. Customers Who Bought This Item Also Bought

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