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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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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.

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The Culting of Brands: Turn Your Customers into True Cult Brands belong to the world's most powerful brands and Page 4/11 Access Free The Culting Of Brands have thus increasingly garnered attention and sparked interest To date though, there is no common understanding of what a

The Culting Of Brands Turn Your Customers Into True Believers

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

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people become committed to cults.

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

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

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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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10 Easy Steps for Building a Cult Following Around Your Brand

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

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

How cult brands like SoulCycle and Airbnb are actually kinda cult-like Companies are employing quasi-religious tactics to inspire enthusiasm for their brands. What happens when customers have a ...

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

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.

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