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Atkin - Global Head of Community at Airbnb - CMX Summit 2014

The Culting Of Brands Turn

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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The Culting of Brands is packed with case studies from

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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.

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Believers: Written by Douglas Atkin, 2005 Edition, (4th

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

Page after page, when Atkin describes the brands such as Apple, Harley-Davidson, Saturn, etc. and how they turn their business into members of a cult, it was enlightening for businesspeople how make your business really last.

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

And he explains exactly how brands like Harley-Davidson, Saturn, JetBlue, and Ben & Jerry's make their customers feel unique, important, and part of an exclusive group--and how that leads to solid, long-term relationships between a company and its customers. In addition to describing a fascinating phenomenon, The Culting of Brands will be of

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enormous value to business leaders.

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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

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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 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. Despite the negative connotation of the term, most brand “ cult followers ” are simply regular

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consumers looking for a group to fit in with.

10 Easy Steps for Building a Cult Following Around Your Brand

Buy The Culting of Brands: Turn Your Customers into True Believers by Douglas Atkin (2005-05-31) by Douglas Atkin (ISBN:) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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

The culting of brands : when customers become true believers. "Atkin argues that people become addicted to

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"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 : when customers become true ... And he explains exactly how brands like Harley-Davidson, Saturn, JetBlue, and Ben & Jerry's make their customers feel unique, important, and part of an exclusive group--and how that leads to solid, long-term relationships between a company and its customers. In addition to describing a fascinating phenomenon, *The Culting of Brands* will be of enormous value to business leaders.

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

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.

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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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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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