

### **the culting of brands pdf**

Nike brand of self-achievement demonizes "not doing it". For real commitment, members need to feel they have a relationship with "an other" or "others". Buy-in to ideology or benefits comes later. "I liked it a lot because I liked the people." 1. Focus on the person 2. Get the right membership. (Well-socialized people who will engage new prospects.) 3.

### **The Culting of Brands - by Douglas Atkin | Derek Sivers**

The+Culting+Of+Brands 1. The Culting of Brands by Douglas Atkin A Social Media Knowledge Benchmark Richard Rabkin MKTG 6900A Fall 2009 2.

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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**

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to introduce a new model for brands. The old brand model, which advocated the creation of an external brand image to influence consumers, is a thing of the past. We think it's time to do things differently. In the new

model a company's true values replace the external brand image. In other words, looking good is no longer enough.

## **LIUID AGENCY A WHITEPAPER ON THE VALUE OF BUILDING A BRAND**

How to Start a Cult. ... For our Science of People book club I chose the book *The Culting of Brands* by Douglas Atkin. This book brazenly compares the psychology of cults and corporate brands. In fact, he argues: ... Like brands, cult members tend to adopt their own lexicon and fraternize more and more with their own people. Ask an Avon woman ...

### **How to Start a Cult | Science of People**

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.

### **The Culting of Brands by Douglas Atkin**

5. culting is a contact sport 67 6. we're in this together 81 7. this is what we believe 95 8. symbolism 111 9. commitment is a two-way street 121 10. go forth and multiply 135 11. tension: the management of deviance 145 12. a cult is born 161 13. the cult wavers, a church strengthens 173 ix douglas atkin the culting of brands

### **Douglas Atkin The culting of brands**

VHS tape or DVD of "The Persuaders" Student Handout: What Difference Does A Name Make? Time Needed: Two 90-minute class periods and one intervening 45-minute session. Procedure: 1. In the first class period (90 min.), show and discuss "The Persuaders" (see discussion questions in previous section). 2.

### **THE PERSUADERS Teacher's Guide - PBS**

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*The Culting of Brands: Turn Your Customers into True Believers* [Douglas Atkin] on Amazon.com. \*FREE\* shipping on qualifying offers. 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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Forbes 400 America's Richest Self-Made Women China's Richest ... Atkin is the author of a book on cults and cult brands called *The Culting of Brands: How to turn customers into true believers* ...

### **In Building Communities, Marketers Can Learn From Cults**

*The Culting of Brands : Turn Your Customers into True Believers* Douglas Atkins. 3.7 out of 5 stars 15. Paperback. \$16.13. *The Culting of Brands: When Customers Become True Believers* by Douglas Atkin (2004-06-03) Douglas Atkin. 3.7 out of 5 stars 15. Hardcover. \$71.78.

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

THE CULTING OF BRANDS: *When Customers Become True Believers* Douglas Atkin, Author. Portfolio \$24.95 (230p) ISBN 978-1-59184-027-5. Buy this book Atkin, a strategy director for a New York ad agency ...

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