

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

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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.

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Full Version The Culting of Brands: Turn Your Customers ...

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 ...*

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**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 enormous value to business leaders.

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

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

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

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 consumers looking for a group to fit in with.

### **Culting Of Brands, The: 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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