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How do managers create brands that resonate so powerfully with consumers? Based on extensive historical analyses of some of America's most successful iconic brands, including ESPN, Mountain Dew, Volkswagen, Budweiser, and Harley-Davidson, this book presents the first systematic model to explain how brands become icons. Douglas B. Holt shows how iconic brands create "identity myths" that, through powerful symbolism, soothe collective anxieties resulting from acute social change.

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How Brands Become Icons: The Principles of Cultural Branding

How Brands Become Icons is intended to be a manual for brand managers and their agencies, a theoretical model and a set of tactical steps for fine-tuning marketing efforts to be more effective. Yet...

How Brands Become Icons: The Principles of Cultural ...

Download How Brands Become Icons books, "Iconic brands" (ie: Coca-Cola, Volkswagon, Corona) have social lives and cultural significance that go well beyond product benefits and features This book distills the strategies used to create the world's most enduring brands into a new approach called "cultural branding". Brand identity is more ...

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How Brands Become Icons became a seminal bestseller, which has influenced companies around the world to embrace a new approach to branding. 2010: I introduced the Cultural Strategy model. The result of five years of trial-and-error in dozens of consulting projects, I transformed the theory into a practical strategy model.

Author "How Brands Become Icons: The ... - Douglas Holt

Originally advanced as academic theory by Douglas Holt in How Brands Become Icons, he partnered with Douglas Cameron to create Amalgamated Marketing Agency to apply those concepts for real Brand campaigns, and provides case studies in the follow-up text Cultural Strategy.

Cultural Strategy: How Brands Can Become Cultural Icons - ISL

Introduction |The Principles of Cultural Branding|To date, iconic brands have been built more on intuitions of ad agency creativities than bypurposeful strategies.This presentation, inspired on the book

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How Brands Become Icons by Daniel Holt, extracts the common principles behind these intuitions to build a new cultural branding model that dramatically revises core marketing principles including segmentation, targeting, positioning, brand equity, brand loyalty, cobranding, and communications.

how brands become icons (intro) - SlideShare

How Brands Become Icons: The Principles of Cultural Branding by Douglas B. Holt, Harvard Business School Press, September 2004, ISBN: 1578517745, \$29.95, 263 pp.. Your reviewer is usually not a big fan of "academic" business books. But let's dispense with suspense here—your reviewer finds Dr. Holt's new book to be a must read—for practitioners as well as academics, for new-product ...

How Brands Become Icons: The Principles of Cultural ...

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How Brands Become Icons: The Principles of Cultural ...

"Brands become iconic when they perform identity myths: simple fictions that address cultural anxieties from afar, from imaginary worlds rather than from worlds that consumers regularly encounter in their everyday life." (S. 8) "Over time, as the brand performs its myth, the audience eventually perceives that the myth resides in the brand's

How Brands Become Icons (Douglas B. Holt) @ Markenlexikon ...

Brands that become icons speak into a cultural conversation in a relevant way and take on meaning beyond their categories. This book shows how brands like Mountain Dew, Corona, and Coke did it. A very readable and insightful book.

How Brands Become Icons: The Principles of Cultural ...

An icon brand is a symbol-intensive brand that carry powerful universal values making it instantly recognisable thanks to ownable and distinctive codes. Typical icon brands are luxury brands such as Chanel, Armani or Prada, or globally admired jewellers such as Bulgari, Cartier and Tiffany. Fashion brands can become iconic by delivering universal values and iconic elements that allow them to remain successful over time, like Ralph Lauren or Dolce&Gabbana. The same ability to offer hetero-directe

Icon brand - Wikipedia

How Brands Become Icons : The Principles of Cultural Branding, Hardcover by Holt, D. B., ISBN 1578517745, ISBN-13 9781578517749, Brand New, Free shipping in the US Based on an extensive examination of the historical records of legendary iconic brands, Holt (marketing, Oxford University) demonstrates that brands become icons not by highlighting unique features, but by addressing acute cultural contradictions with myths conveyed through advertising.

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