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

*By Douglas Atkin*

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*"This is a breakthrough book that will make you rethink what you thought you knew about brands (and religion!). I loved this book."*

*—Seth Godin, author of *Purple Cow* and *Free Prize Inside!**

# **THE CULTING OF BRANDS**

**TURN YOUR CUSTOMERS  
INTO TRUE BELIEVERS**



**Douglas Atkin**

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**By Douglas Atkin : The Culting of Brands: Turn Your Customers into True Believers** The Culting of Brands: Turn Your Customers into True Believers:

0 of 0 review helpful Abstract yet Informative must read for customer loyalty By PaakowE This book is a bit harder to read and also just a tad bit abstract Nonetheless it's still a very informative read and pulls real world examples and analyses of how organizations in every sector parallel one another in regards to recruitment I would recommend this book to anyone who's trying to build a brand and is having At first glance companies like Apple and Nike have little in common with organizations like the Hell's Angels and the Unification Church But in reality they all fulfill the main definition of a cult They attract people who see themselves as different from the masses in some fundamental way Contrary to stereotypes most cult members aren't emotionally unstable — they're just normal folks searching for a sense of belonging Marketing expert Doug From Publishers Weekly Atkin a strategy director for a New York ad agency believes the process through which consumer brands build customer loyalty is equivalent to the way religious cults recruit members — and he says that's a good thing To him cults

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