


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!*



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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 havin At first glance companies like Apple and Nike have little in common with organizations like the Hell rsquo 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 rsquo t emotionally unstable mdash they rsquo re just normal folks searching for a sense of belonging Marketing expert Dou 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 mdash and he says that s a good thing To him cults

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