

How Brands Become Icons The Principles Of Cultural Branding By Holt D Bnovermber 1 2004 Hardcover

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How Brands Become Icons The
How Brands Become Icons should be required reading for every high school student in the country. And that's the first time I've said that. Holt's grasp of the subject goes beyond branding, into the heart of American culture, into the minds of the American people. This is not just a how-to book.

How Brands Become Icons: The Principles of Cultural ...
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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[PDF] How Brands Become Icons: The Principles of Cultural ...
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 ...

How Brands Become Icons: The Principles of Cultural ...
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 find's Dr. Holt's new book to be a must read —for practitioners as well as academics, for new-product marketers as well as advertising folks.

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How Brands Become Icons : The Principles of Cultural ...
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How Brands Become Icons ()
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
With How Brands Become Icons, managers can leverage the principles behind some of the most successful brands of the last half-century to build their own iconic brands. Douglas B. Holt is associate professor of Marketing at Harvard Business School. (source: Nielsen Book Data)

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"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

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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.