

# The Culting Of Brands Turn Your Customers Into True Believers

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me?" "Will they like me?") and author of "The Culting of Brands: Turn Your Customers into True Believers" He's helped relaunch such brands as Lipitor, Mercedes, BMW, Mastercard and many others14 Their philosophy? "Once a brand achieves cult status, it becomes almost impossible for a competitor to dethrone it

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brands such as Heineken, Chase, Hertz, Lipitor and SBC Atkin helped launch the now-famous cult brand, jetBlue He is also author of the book The Culting of Brands: When Customers Become True Believers, which the Wall Street Journal called "unusually interesting and readable" During his presentation, Atkin

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Turn our hearts and minds outward, to the community around our churches and our lives, and give us courage to identify those we will invite into the joy which we have in this church Give us strength to pledge our word Akin, The Culting of Brands, p 1 Notes: ...

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