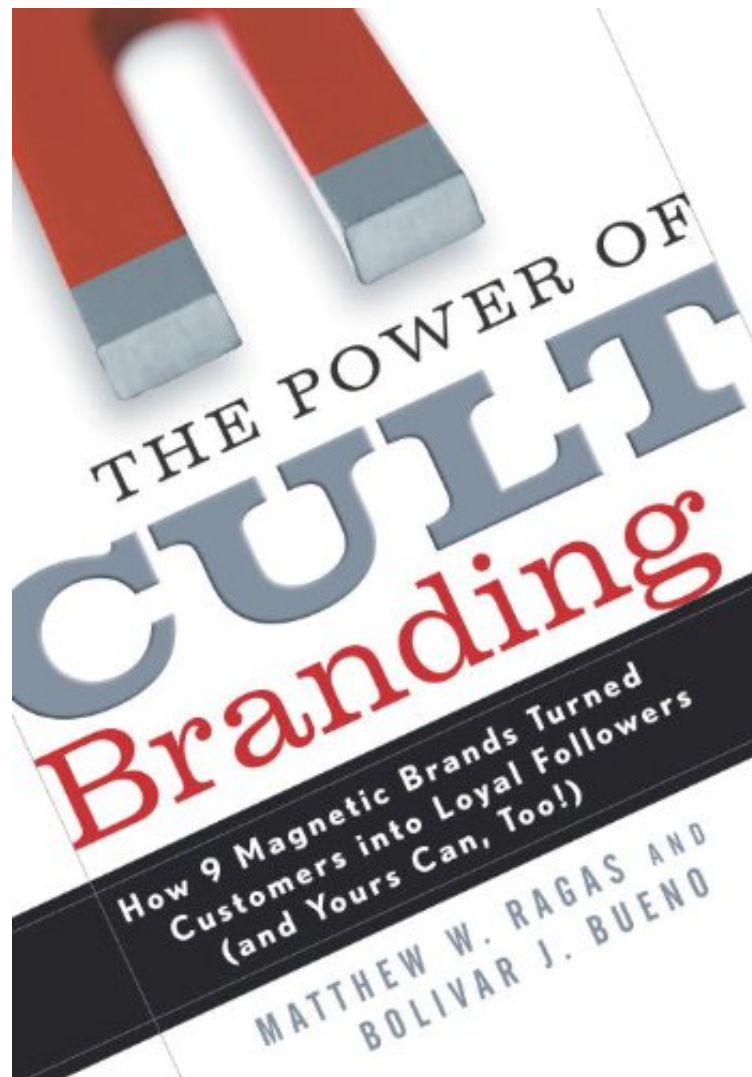


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The Power of Cult Branding: How 9 Magnetic Brands Turned Customers into Loyal Followers (and Yours Can, Too!)

Matthew W. Ragas, Bolivar J. Bueno
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Matthew W. Ragas, Bolivar J. Bueno : The Power of Cult Branding: How 9 Magnetic Brands Turned Customers into Loyal Followers (and Yours Can, Too!) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Power of Cult Branding: How 9 Magnetic Brands Turned Customers into Loyal Followers (and Yours Can, Too!):

0 of 0 people found the following review helpful. Meh...By Brooke PashI only read this for a class. It was alright, hardly revolutionary in my mind. I liked how they showed real examples for each of their points however I felt like there was more filler than actual substance to the book. It was an easy read for a business book though. I think that

someone without much of a marketing background would find it more beneficial than those who are educated within the field. 0 of 0 people found the following review helpful. Three Stars By Janice LaGesse Great book. 0 of 0 people found the following review helpful. Excellent!!! By Dela I will recommend this book to any and every entrepreneur. It is filled with innovative branding ideas that will radically transform any company. Great book!

Like religious cults that can attract thousands of devoted disciples, is it possible for company brands to build legions of loyal followers? In a marketer's dream come true, can certain products—with the right combination of positioning and branding—take on magnetic characteristics and galvanize die-hard customers who become walking, talking viral marketers? Can your company harness the power of cult branding without blowing a fortune on advertising? According to authors Matthew W. Ragas and Bolivar J. Bueno the answer is yes. In fact, you need not look much farther than a Harley-Davidson rally, a Star Trek convention, or a Jimmy Buffett concert to see the cult branding phenomenon at work: thousands of passionate, faithful fans spreading the good word and spending lots of money. Not all brands have the dash of edginess, the devoted fan base, or the niche positioning to be cult brands. But those that do tend to share similar characteristics that make them successful, what the authors call the Seven Golden Rules of Cult Branding. Through meticulous research and scores of interviews Ragas and Bueno have uncovered the remarkable and oft-untold stories behind nine very successful cult brands: Star Trek; Harley-Davidson; Oprah Winfrey; World Wrestling Entertainment (formerly WWF); Apple; Volkswagen Beetle; Jimmy Buffett; Vans Shoes; Linux. These nine brands follow the Seven Golden Rules and have millions of fans and billions of dollars in revenue to show for it. Now you can learn first hand what these special brands did to set themselves apart and how to apply the Seven Golden Rules to your own marketing strategies. Written for advertisers, marketers, sales executives, and business owners who want to thrive in an increasingly competitive marketplace, *The Power of Cult Branding* is the ultimate guide to creating a loyal core of repeat customers and winning the positioning battle. From the Hardcover edition.

Praise for *The Power of Cult Branding*: "Who wants a cult brand? After reading *The Power of Cult Branding*, you are going to want to create one as soon as possible. The logic, the strategies, and the tactics are spelled out for you in comprehensive detail." —Al Ries, author of *The 22 Immutable Laws of Branding* and chairman, Ries Ries Inc. "Ragas and Bueno have not only demystified branding in their brilliant book but also revealed the heart of how to do it with aplomb. And, at the same time, it's fun to read." —Jay Conrad Levinson, author of the *Guerrilla Marketing* series "Cult brands, while not easy to create, are among the most powerful. This book will show the way." —Jack Trout, coauthor of *Positioning: The Battle for Your Mind* and president, Trout Partners Ltd. "The most insightful look at brand positioning since *The 22 Immutable Laws of Marketing*." —Roy H. Williams, coauthor of *The Wizard of Ads* series "Understanding the creation and nourishment of great brands is critical to marketers. This book provides a powerful insight into that understanding." —Jeffrey J. Fox, author of *How to Become a Rainmaker* and *How to Become CEO* "An essential guide for marketing in the 21st century." —Alan M. Meckler, chairman and CEO, Jupitermedia Corporation "Ragas and Bueno teach us the real principles of creating a symbiotic loyalty between our customers and our brand. We need to make our customers partners." —Phil Leigh, vice president of digital media research, Raymond James Associates "A masterfully instructive book on what it really takes to build a powerful brand today. It should be required reading for students at the country's top business schools. I recommend it wholeheartedly to entrepreneurs, executive... From the Inside Flap Like religious cults that can attract thousands of devoted disciples, is it possible for company brands to build legions of loyal followers? In a marketer's dream come true, can certain products—with the right combination of positioning and branding—take on magnetic characteristics and galvanize die-hard customers who become walking, talking viral marketers? Can your company harness the power of cult branding without blowing a fortune on advertising? According to authors Matthew W. Ragas and Bolivar J. Bueno the answer is yes. In fact, you need not look much farther than a Harley-Davidson rally, a Star Trek convention, or a Jimmy Buffett concert to see the cult branding phenomenon at work: thousands of passionate, faithful fans spreading the good word and spending lots of money. Not all brands have the dash of edginess, the devoted fan base, or the niche positioning to be cult brands. But those that do tend to share similar characteristics that make them successful, what the authors call the Seven Golden Rules of Cult Branding. Through meticulous research and scores of interviews Ragas and Bueno have uncovered the remarkable and oft-untold stories behind nine very successful cult brands: Star Trek; Harley-Davidson; Oprah Winfrey; World Wrestling Entertainment (formerly WWF); Apple; Volkswagen Beetle; Jimmy Buffett; Vans Shoes; Linux. These nine brands follow the Seven Golden Rules and have millions of fans and billions of dollars in revenue to show for it. Now you can learn first hand what these special brands did to set themselves apart and how to apply the Seven Golden Rules to your own marketing strategies. Written for advertisers, marketers, sales executives, and business owners who want to thrive in an increasingly competitive marketplace, *The Power of Cult Branding* is the ultimate guide to creating a loyal core of repeat customers and winning the positioning battle. From the Back Cover Praise for *The Power of Cult Branding*: "Who wants a cult brand? After reading *The Power of Cult Branding*,

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