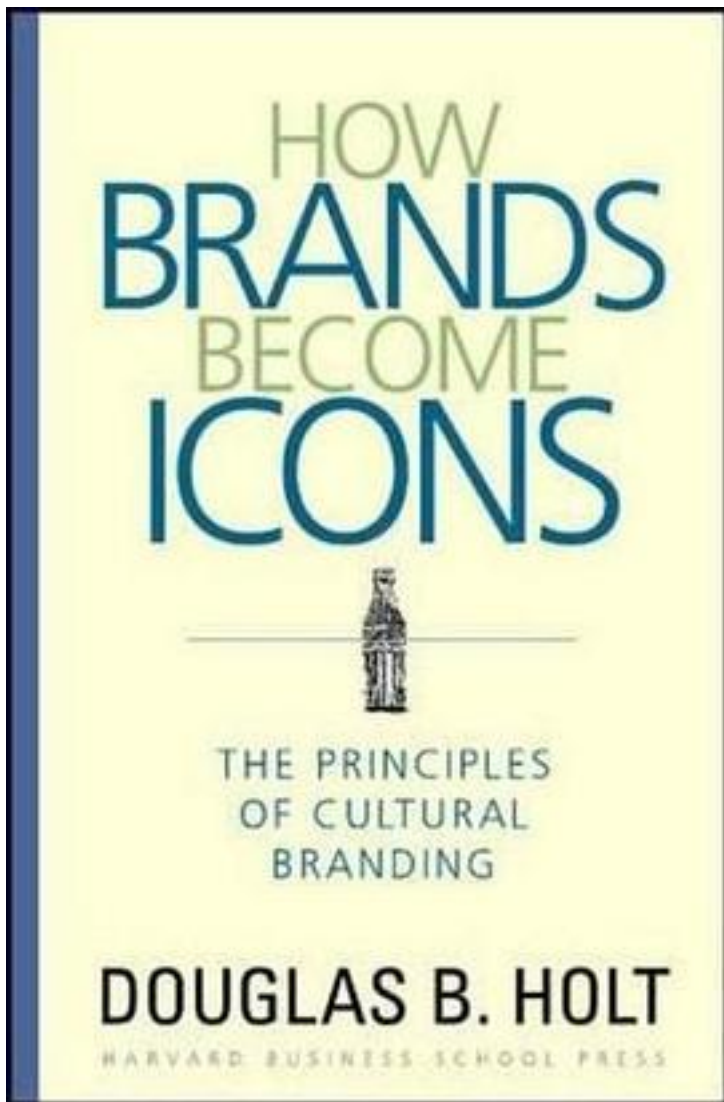


How Brands Become Icons



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著者:D. B. Holt

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Coca-Cola. Harley-Davidson. Nike. Budweiser. Valued by customers more for what they symbolize than for what they do, products like these are more than brands--they are cultural icons. 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. Holt warns that icons can't be built through conventional branding strategies, which focus on benefits, brand personalities, and emotional relationships. Instead, he calls for a deeper cultural perspective on traditional marketing themes like targeting, positioning, brand equity, and brand loyalty--and outlines a distinctive set of "cultural branding" principles that will radically alter how companies approach everything from marketing strategy to market research to hiring and training managers. Until now, Holt shows, even the most successful iconic brands have emerged more by intuition and serendipity than by design. 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.

作者介绍:

Douglas B. Holt holds the L' Oréal Chair of Marketing at the University of Oxford. He earned a Ph.D. in Marketing from Northwestern University's Kellogg School, an M.B.A. from the University of Chicago, and an A.B. from Stanford University. Holt moved to Oxford in 2004, following appointments at Pennsylvania State University, the University of Illinois, and the Harvard Business School. He has published widely on consumption and brands from cultural and sociological perspectives.

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标签

Branding

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Cultural

Marketing,

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brand

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评论

A Mind-Opening Book, A must read of Marketing Professionals

以前的教材。真的很受用。很好的书

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书评

开始讨论这本书之前，教授第一句话就是“这书是写给商学院的学生的，很容易吧。”全场大笑，教授也笑了，接着说，“我的意思是它要求的思考量不大（not a highly-demanding intellectual book）”。恩，是这样。

这是一本写给经理们看的书，教他们怎么做营销，怎么把普通的品...

for the 1st time, we could understand brands as something alive on basis our of lived experience. Brand is no longer the cold figure accountants endeavor to show off in the balance sheet nor the abtract associations embedded in the memory network in our mi...

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