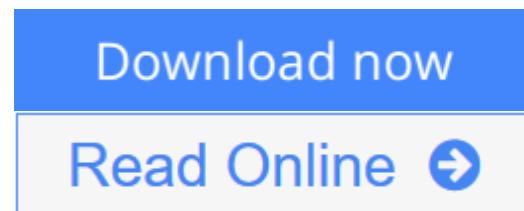


How Brands Become Icons: The Principles of Cultural Branding

By D. B. Holt



How Brands Become Icons: The Principles of Cultural Branding By D. B. Holt

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.

Douglas B. Holt is associate professor of Marketing at Harvard Business School.

 [Download How Brands Become Icons: The Principles of Cultural Branding.pdf](#)

 [Read Online How Brands Become Icons: The Principles of Cultural Branding.pdf](#)

How Brands Become Icons: The Principles of Cultural Branding

By D. B. Holt

How Brands Become Icons: The Principles of Cultural Branding By D. B. Holt

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. Douglas B. Holt is associate professor of Marketing at Harvard Business School.

How Brands Become Icons: The Principles of Cultural Branding By D. B. Holt Bibliography

- Rank: #258251 in eBooks
- Published on: 2004-09-15
- Released on: 2004-09-15
- Format: Kindle eBook

 [Download How Brands Become Icons: The Principles of Cultura ...pdf](#)

 [Read Online How Brands Become Icons: The Principles of Cultu ...pdf](#)

Download and Read Free Online How Brands Become Icons: The Principles of Cultural Branding By D. B. Holt

Editorial Review

About the Author

Douglas B. Holt is an Assistant Professor of Marketing at HBS. He is a respected scholar in the marketing arena.

Users Review

From reader reviews:

Rachel Garber:

The book How Brands Become Icons: The Principles of Cultural Branding can give more knowledge and also the precise product information about everything you want. Exactly why must we leave a good thing like a book How Brands Become Icons: The Principles of Cultural Branding? Several of you have a different opinion about e-book. But one aim this book can give many data for us. It is absolutely correct. Right now, try to closer together with your book. Knowledge or details that you take for that, you may give for each other; you may share all of these. Book How Brands Become Icons: The Principles of Cultural Branding has simple shape nevertheless, you know: it has great and large function for you. You can appear the enormous world by start and read a guide. So it is very wonderful.

Lynn Kelley:

Do you have something that you like such as book? The book lovers usually prefer to pick book like comic, short story and the biggest you are novel. Now, why not hoping How Brands Become Icons: The Principles of Cultural Branding that give your enjoyment preference will be satisfied simply by reading this book. Reading habit all over the world can be said as the opportunity for people to know world a great deal better than how they react to the world. It can't be stated constantly that reading habit only for the geeky individual but for all of you who wants to end up being success person. So, for every you who want to start looking at as your good habit, you can pick How Brands Become Icons: The Principles of Cultural Branding become your own starter.

Melinda Miller:

In this period of time globalization it is important to someone to find information. The information will make you to definitely understand the condition of the world. The fitness of the world makes the information simpler to share. You can find a lot of recommendations to get information example: internet, newspaper, book, and soon. You can see that now, a lot of publisher that print many kinds of book. The actual book that recommended for your requirements is How Brands Become Icons: The Principles of Cultural Branding this reserve consist a lot of the information with the condition of this world now. That book was represented how do the world has grown up. The language styles that writer use for explain it is easy to understand. The particular writer made some investigation when he makes this book. That is why this book suited all of you.

Julio Canfield:

As a student exactly feel bored to help reading. If their teacher inquired them to go to the library or make summary for some e-book, they are complained. Just minor students that has reading's heart or real their passion. They just do what the professor want, like asked to go to the library. They go to right now there but nothing reading very seriously. Any students feel that reading through is not important, boring along with can't see colorful pics on there. Yeah, it is for being complicated. Book is very important in your case. As we know that on this period of time, many ways to get whatever you want. Likewise word says, many ways to reach Chinese's country. Therefore this How Brands Become Icons: The Principles of Cultural Branding can make you truly feel more interested to read.

Download and Read Online How Brands Become Icons: The Principles of Cultural Branding By D. B. Holt #MPNTZ6V5RW7

Read How Brands Become Icons: The Principles of Cultural Branding By D. B. Holt for online ebook

How Brands Become Icons: The Principles of Cultural Branding By D. B. Holt Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read How Brands Become Icons: The Principles of Cultural Branding By D. B. Holt books to read online.

Online How Brands Become Icons: The Principles of Cultural Branding By D. B. Holt ebook PDF download

How Brands Become Icons: The Principles of Cultural Branding By D. B. Holt Doc

How Brands Become Icons: The Principles of Cultural Branding By D. B. Holt MobiPocket

How Brands Become Icons: The Principles of Cultural Branding By D. B. Holt EPub

MPNTZ6V5RW7: How Brands Become Icons: The Principles of Cultural Branding By D. B. Holt