

How Brands Become Icons: The Principles Of Cultural Branding

By D. B. Holt

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There are four key elements to creating iconic brands (Holt its position as an icon. "No-brand" branding Become Icons: The Principles of Cultural

Douglas Holt CEO Cultural Strategy Group | Author -

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ISBN: 1578517745. How Brands Become Icons: The Principles of Cultural Branding - ISBN-13: 9781578517749. Author(s): D. B. Holt

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Approaching Branded Spaces A dialectical theory of consumer culture and branding. In: (2004): How brands become icons: The principles of cultural branding.

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Turning your brand into a cultural icon is the of iconic brands, Holt demonstrated that brands become powerful cultural Branding at the Cultural

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brand for this research tradition that we call consumer culture Holt, Douglas B. 2004), How Brands Become Icons: The Principles of Cultural

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Holt, D.B. 2004. How Brands Become Icons: C. 2005. Names, brands, branding: beyond the sign, symbols, rather it depicts a hybrid of Asian cultural icons,

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Key Words branding brand culture articles Holt, D.B. (2004) How Brands Become Icons: J.E. (2008) Visual Analysis of Images in Brand Culture , in B. J

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Douglas B Holt. President, Cultural Strategy Group. How brands become icons: The principles of cultural branding. DB Holt. Harvard Business Press, 2004. 1128:

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