

## Cultural Strategy Using Innovative Ideologies To Build Breakthrough Brands

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### Cultural Strategy Using Innovative Ideologies

He is now President of the Cultural Strategy Group, a consulting firm that provides brand strategy and innovation solutions using the cultural strategy framework. He is a leading expert on brand strategy, having established cultural branding as an important new strategy tool in his best-selling book How Brands Become Icons: The Principles of Cultural Branding.

### Cultural Strategy: Using Innovative Ideologies to Build ...

Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands by Douglas Holt and Douglas Cameron Reviewed by Brian Christian "Consumers - the ultimate arbiters of market innovation efforts - often find offerings to be innovative even though they seem quite pedestrian from a product design standpoint.

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Market innovation has long been dominated by the worldview of engineers and economists: build a better mousetrap and the world will take notice. But there's another important way to build new businesses: with innovative ideologies rather than innovative mousetraps. Consider Coca-Cola, Nike, Jack Daniel's, Marlboro, Starbucks, Corona, Oprah, The Body Shop: all built with innovative ideologies.

### Cultural Strategy: Using Innovative Ideologies to Build ...

Cultural Strategy, by Douglas Cameron and Douglas Holt, was a simultaneously exciting and frustrating read for me. It is an important book in that it provides a specific model for integrating the power of culture into marketing strategy.

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Cultural Strategy Using Innovative Ideologies to Build Breakthrough Brands Douglas Holt and Douglas Cameron. Major contribution to thinking on strategy and innovation from a brand perspective; Shows how societal changes produce opportunities for entrepreneurs and managers; ...

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