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Cultural Strategy Using Innovative Ideologies To Build Breakthrough Brands

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There's some truth to that, but a smarter strategy could involve using principles of culture to establish more sustainable, less ideosyncratic processes of anti-bureaucratic innovation. A final shortcoming of this book is that the authors don't seriously treat other methodologies that could

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be incorporated into a bigger, more effective system of cultural strategy in business.

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ideological opportunities: - How managers can use culture to out-innovate their competitors

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“ Cultural Strategy ” proposes a more effective approach to brand strategy based on cultural innovation or innovative cultural expression — consisting of an ideology, myth and cultural codes that tap into deep subconscious desires of consumers. The authors claim it is more effective to connect your brand to deep historical and cultural undercurrents in society than to simple, undifferentiated benefits claims.

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Cultural Strategy: Using Innovative Ideologies to Build ... Holt and Cameron build a powerful new theory of cultural innovation. Brands in mature categories get locked into a form of cultural mimicry, what the authors call a cultural orthodoxy. Historical changes in society create demand for new culture - ideological opportunities that upend this orthodoxy.

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