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and are able to create a consumer culture that people want to be a

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A cult brand refers to a product or service that has a relatively small but loyal customer base that verges on

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fanaticism. A cult brand, unlike more traditional brands, has customers who feel a...

## Cult Brand - Investopedia

A cult brand, then is when the group or community is built around a brand. This, of course, is not a new idea.

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211-219) and index

The culting of brands : when  
customers become true ...

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when they are part of a group;  
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Cult Wars: The Making of a Cult Brand  
| by Jordan Odinsky ...

A cult brand attracts certain customers  
for a variety of reasons and rewards  
them in a variety of ways but it is



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important to keep in mind that few brands possess the power to do so. Also, that a cult brand is not necessarily a consumer product nor even a physical object.

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