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Cultural Strategy Using Innovative Ideologies

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

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shortcoming of this book is that the authors don't seriously treat other methodologies that could be incorporated into a bigger, more effective system of cultural strategy in business.

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Cultural innovations repurpose cultural content lurking in subcultures to respond to this emerging demand, leapfrogging entrenched incumbents. Cultural Strategy guides managers and entrepreneurs on how to leverage ideological opportunities: - How managers can use culture to out-innovate their competitors

Cultural Strategy: Using Innovative Ideologies to Build ...

"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.

Review - Cultural Strategy: Using Innovative Ideologies to ...

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Cultural Strategy guides managers and entrepreneurs on how to leverage ideological opportunities: - How managers can use culture to out-innovate their competitors. - How entrepreneurs can identify new market opportunities that big companies miss. - How underfunded challengers can win against category Goliaths.

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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; how to identify these; and how to exploit them

Cultural Strategy - Hardcover - Douglas Holt; Douglas ...

when bundled with innovative ideologies; consider BMW, Apple, and Whole Foods. Cultural Strategy provides a step-by-step guide for managers and entrepreneurs to build businesses in this simple but effective way.

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The most influential strategy books--such as *Competing for the Future*, *The Innovator's Dilemma*, and *Blue Ocean Strategy* --argue that innovation should focus on breakthrough functionality. Holt and Cameron challenge this conventional wisdom. They develop a cultural approach to innovation: champion a better ideology and the world will take notice.

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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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