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believers in which the consumer develops a powerful emotional attachment to the brand. These techniques work for anyone involved in creating and selling an image, from marketing managers to social advocates to business leaders seeking to increase customer preference for new or existing products.

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User Review - Not Available - Book
Verdict Positioning that "a brand is a belief system," Hanlon, founder and CEO of...

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by. Hanlon, Patrick. Publication date.

2006. Topics. Sales & marketing,

Consumer Behavior - General, Marketing

+, Business & Economics, Business /

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Create a great story, and you will be able to create great zealots for your brand. That is the essence of this book.

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Amazon.com: Customer reviews: Primalbranding: Create ...

Moderately passable. The Social Code is the much-anticipated sequel to Patrick Hanlon's widely acclaimed book Primal Branding: Create Zealots for Your Brand, Your Company And Your Future.

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"What do Starbucks, Apple, the Marine Corps, and Cesar Chavez have in common? They create what Hanlon calls 'a culture of belief.' Primal branding cracks the code of these cultures -- and

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