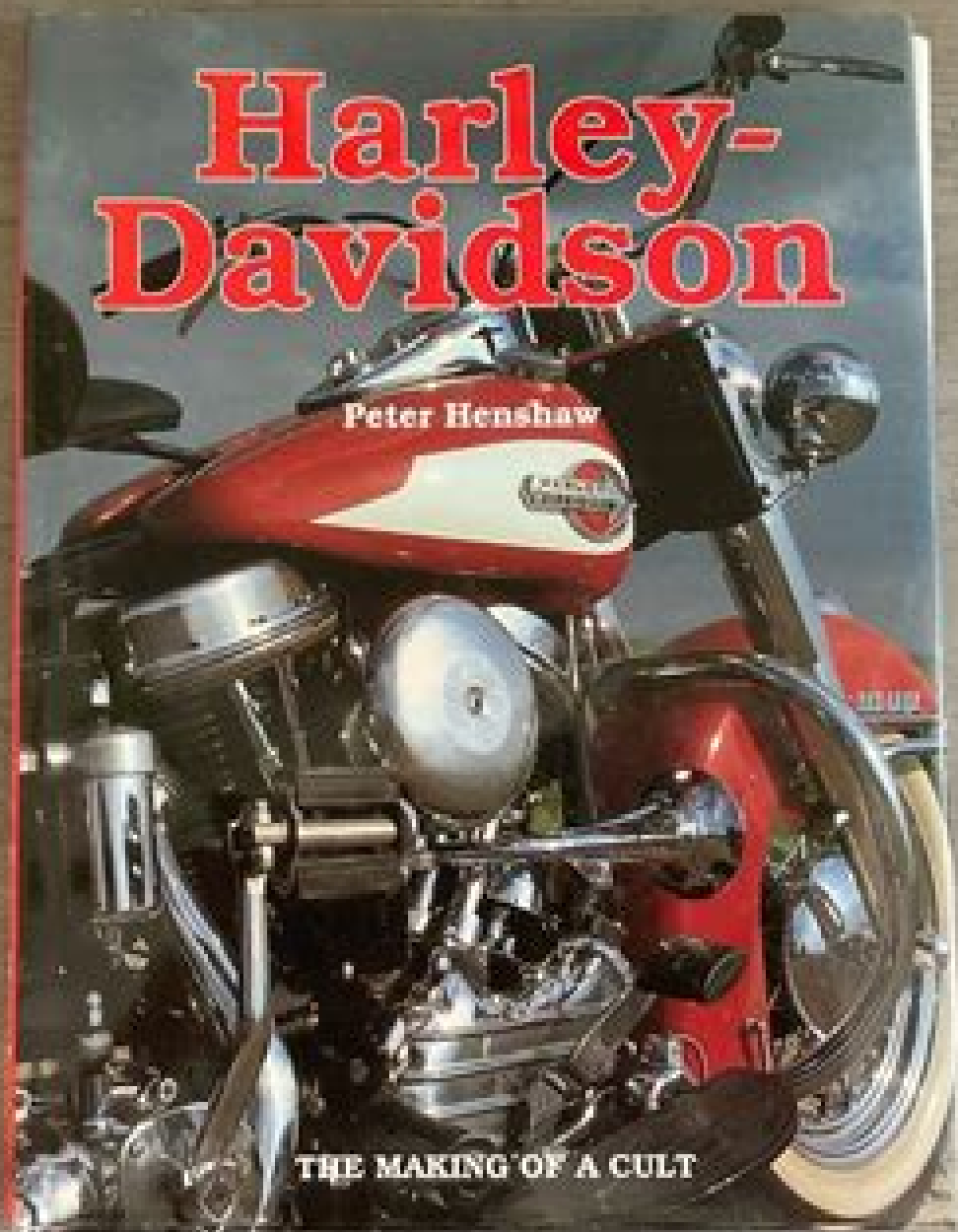


# Harley-Davidson

Peter Henshaw

THE MAKING OF A CULT



# Harley Davidson The Making Of A Cult

**Ivna Reic**



## Harley Davidson The Making Of A Cult:

**Harley-Davidson** Peter Henshaw,1994      *The Power of Cult Branding* Matthew W. Ragas,Bolivar J. Bueno,2011-02-09

Like religious cults that can attract thousands of devoted disciples is it possible for company brands to build legions of loyal followers In a marketer s dream come true can certain products with the right combination of positioning and branding take on magnetic characteristics and galvanize die hard customers who become walking talking viral marketers Can your company harness the power of cult branding without blowing a fortune on advertising According to authors Matthew W Ragas and Bolivar J Bueno the answer is yes In fact you need not look much farther than a Harley Davidson rally a Star Trek convention or a Jimmy Buffett concert to see the cult branding phenomenon at work thousands of passionate faithful fans spreading the good word and spending lots of money Not all brands have the dash of edginess the devoted fan base or the niche positioning to be cult brands But those that do tend to share similar characteristics that make them successful what the authors call the Seven Golden Rules of Cult Branding Through meticulous research and scores of interviews Ragas and Bueno have uncovered the remarkable and oft untold stories behind nine very successful cult brands Star Trek Harley Davidson Oprah Winfrey World Wrestling Entertainment formerly WWF Apple Volkswagen Beetle Jimmy Buffett Vans Shoes Linux These nine brands follow the Seven Golden Rules and have millions of fans and billions of dollars in revenue to show for it Now you can learn first hand what these special brands did to set themselves apart and how to apply the Seven Golden Rules to your own marketing strategies Written for advertisers marketers sales executives and business owners who want to thrive in an increasingly competitive marketplace *The Power of Cult Branding* is the ultimate guide to creating a loyal core of repeat customers and winning the positioning battle

*Making Radio and Podcasts* Steve Ahern,2022-06-08 *Making Radio and Podcasts* is a practical guide for anyone who wants to learn how to make successful programmes in the digital era It examines the key roles in audio and podcasting announcing presenting research copywriting producing marketing and promotions It also outlines what is involved in creating different types of programmes news and current affairs music talkback comedy and features podcasts as well as legal and regulatory constraints With contributions from industry experts the fully updated fourth edition is global in focus and reflects the impact of podcasts and digital radio including multi platform delivery listener databases social media and online marketing It also examines how radio stations have reinvented their business models to accommodate the rapid changes in communications and listener expectations This is the ideal text for undergraduate and postgraduate students taking courses on radio audio and podcasting media production and digital media with broader appeal to professionals and practitioners in the audio industries

**Indian Icon: A Cult Called Royal Enfield** Amrit Raj,2024-03 About the Book THE BUSINESS HISTORY OF THE CULT BRAND CALLED ROYAL ENFIELD

Royal Enfield More than just the brand name of a legendary bike Few brands inspire the kind of devotion that an Enfield does Its distinctive look and feel the sound of its engine and the image that it creates of its rider have all contributed to putting the

brand on the kind of pedestal that others could only dream of From the beginning of the brand's journey in India in the early 1950s the Enfield bikes have had quite a ride Initial success and acceptance notwithstanding by the 1980s the brand was considered an underachiever and a basket case Enter Vikram Lal of Eicher in 1990 Lal's enthusiasm for the brand gave it a new lease of life Later his son Siddhartha's time at the helm saw marketing product and vision all come together to catapult the bike to iconic status In the past few years Enfield has come to represent successful business turnarounds even as its bikes have found newer and newer converts Indian Icon A Cult Called Royal Enfield by former Mint journalist Amrit Raj maps the trail blazing story of the brand the company and most of all the individuals who have made it what it is It is also the story of the clash of the old guard with the new leading to dramatic changes in the business In a first the book bares the behind the scenes takeover dramas and the bare knuckled battle to create a premium homegrown consumer brand for the global markets Extensively researched and expertly narrated the book takes you to the heart of the Royal Enfield story A worthy addition to the shelf of both business readers as well as Royal Enfield aficionados

### **The Phenomenon of Cult Brands**

Dimitri Wittwer,2014-10-23 Cult Brands belong to the world's most powerful brands and have thus increasingly garnered attention and sparked interest To date though there is no common understanding of what a cult brand actually is As a pioneer in this field Dimitri Wittwer focused his dissertation on these kinds of brands In his research he revealed the key characteristics of cult brands drawing on interdisciplinary literature and both qualitative and quantitative research with more than 5 000 participants ranging from consumers to experts in a variety of disciplines The author emphasizes the strong relevance of a brand's cultural change orientation in its evolution to becoming a cult brand and develops two models the Cult Brand Model focusing on building cult brands and the Cult Brand Status Scale allowing the measurement of a brand's cult status from a consumer perspective

### **The CEO Whisperer**

Manfred F. R. Kets de Vries,2020-12-15 At this critical junction in the history of humankind leaders that are proficient in magical thinking aren't going to solve our problems Creating alternative realities is not the answer We need a very different kind of leadership leaders who can resist the calls of regression and whose outlook is firmly based in reality We need leaders who analyze and draw conclusions from or use their own experiences as a development tool face their strengths and weaknesses and critique their own experiences in order to build new understandings In this very personal and entertaining book Manfred Kets de Vries one of the gurus in the field of leadership studies offers his thoughts on leadership and life reflections written for executives and the people who deal with them As a psychoanalyst and leadership professor let loose in the world of renowned global organizations as a passionate educator and scholar or just a human being at the receiving end of heart rending emails he examines the pitfalls of leadership and the challenges for the professionals who work with senior executives in today's AI focused world He points out why leaders can derail and what steps they can take to prevent this from happening Ultimately this book encourages you to Know yourself but makes no bones about the challenge it represents Understanding our inner theatre will always be an

uphill struggle Kets de Vries points out why deep dives into our inner world are always fraught with many anxieties Included in the many subjects covered by the author are the loneliness of command the management of disappointment the destructive role of greed the impact of stubbornness the role of storytelling the importance of wellness and the role of corporate culture In addition the book addresses the important topic of how to create great teams and best places to work Furthermore the book touches on endings the ending of our career and the growing realization of the inevitable ending of our life As time grows short Kets de Vries emphasizes that we have no time to lose in dealing with our anxieties regrets and the things we spend much of our life determined not to see Taking a deep dive into self knowledge requires courage and support and he is here to guide you through it *From Vision To Cult Following* Jude O. Declan, 2024-11-30 What separates a leader from a legend How do some ideas spark movements that captivate millions while others fade into obscurity *From Vision to Cult Following* peels back the layers of influence charisma and momentum to show leaders how to build enduring legacies and dedicated followings whether in business social movements or personal brand building Drawing from some of the most influential figures of our time and history this book reveals hidden elements behind creating a cult like following From Elon Musk s audacious vision with Tesla and SpaceX to Martin Luther King Jr s powerful message of unity and equality from the unyielding confidence of Muhammad Ali to the enduring spiritual influence of Mahatma Gandhi and the Dalai Lama each chapter explores what it takes to make an impact that echoes across time Explore the magnetic appeal of powerful figures like Donald Trump and the rise of movements like MAGA examining how these leaders shape public perception leverage storytelling and wield influence over vast audiences Discover how the art of communication and vision has also been used in more controversial settings exploring the psychological dynamics of Ponzi schemes the allure of multi level marketing MLM promises and the emotional manipulation often employed by religious or spiritual leaders In *From Vision to Cult Following* you ll learn how to Craft a compelling vision that others want to follow and champion Use charisma and confidence to inspire loyalty and engagement Cultivate a personal brand that reflects your authentic self and endures over time Navigate challenges criticisms and objections with empathy and strategic confidence Build a network of generals those dedicated to supporting and spreading your message Guide others to carry forward your mission ensuring your vision lives on beyond you With thought provoking exercises reflections and real world examples this book offers practical insights for entrepreneurs leaders and dreamers who want to ignite lasting passion and commitment in others For those fascinated by the influence of figures like Barack Obama Steve Jobs or even the inner dynamics of popular spiritual movements *From Vision to Cult Following* is a roadmap for transforming vision into legacy Your journey to building an unforgettable impactful following starts here *Desire by Design* Jean-Pierre Lacroix R.G.D., 2018-04-17 Conventional thinking has brands trying to give customers what they want But what if wanting is no longer enough A customer may want a great mobile phone for example and there are many options But a huge majority will choose the now iconic iPhone even waiting long hours in lines

to purchase the latest model This is not simply about wanting It s about desire The question for brand marketers is how to make that elusive magic happen In *Desire by Design* Jean Pierre Lacroix unravels the irrational element of desire and explains how brands designers and marketers can tap into the emotional high that elicits such passion for certain brands Jean Pierre shapes high level ideas and insights from neuroscience cult fanaticism and behavioral psychology into practical worksheets that explain the how to in creating desire for a brand Using design philosophies he has developed through his thirty years of experience Jean Pierre offers interesting history insights from scientific research and actionable advice to lead brands from a want category to the much coveted desire space in the marketplace *The Harley-Davidson Reader* Arlen (CON) Ness, Michael Dregni, Evel Knievel, Jean (FRW) Davidson, Sonny Barger, Hunter S. (CON) Thompson, Harley Davidson motorcycles are the grandest name in American motorcycling and represent the freedom of the open road a life of rebellion and a heritage of craftsmanship for over 100 years In this collection the biggest and best writings old and new are assembled on Harley Davidson and their unique mystique by writers and personalities that are part of the legend from Hunter S Thompson to Sonny Barger Evel Knievel to Arlen Ness and more Punctuated with classic images from vintage motorcycling photos to racing and walls of death posters to pictures from biker LPs and novels these are the stories that have helped define the Harley Davidson myth The tales of the company s birth the rise of the biker outlaw legend and the modern day revival of choppers bobbers and retro rides are all told by the best loved sages of biker lore With sidebars on biker movies biker literature and much more this book chronicles the Motor Company s long ride into modern day legend

**Harley-Davidson** Peter Henshaw,Ian Kerr,2015-10-20 Presents a pictorial history of Harley Davidson motorcycles detailing prices production information colors and specifications for each model Harley Davidson Sabine Bartels,1994-10

*Harley-Davidson Since 1965* Allan Girdler, Valuable information on Harley Davidson motorcycles including the Sportster the Shovelhead and Evolution engined bikes as well as competition police Aermacchi and Buell models Packed with information on where and how to find these machines how to identify rare models and how to figure out what your machine is worth Girdler offers a mini history of each model and explains why the model exists and what its role was in Harley Davidson s line up Covers all models built 1965 98 plus performance ratings Includes 5 Star rating system The Culting of Brands Douglas Atkin,2004 Marketing expert Douglas Atkin has spent years re searching both full blown cults and companies that use cult branding techniques He interviewed countless cult members to discover what makes them tick And he explains exactly how brands like Harley Davidson and Apple make their customers feel unique important and part of an exclusive group and how that leads to solid long term relationships between a company and its customers In addition to describing a fascinating phenom enom it will be of enormous value to businesses as it reveals the secret to customer loyalty Consumer Behaviour And Branding: Concepts, Readings And Cases-The Indian Context S. Ramesh Kumar,2009-09 India is one of the emerging markets that pose a unique set of challenges to marketers The importance of the context and the usefulness of

concepts in the Indian context is the core proposition of the book The diversity of a mix of factors such as cultural aspects lifestyles demographics and unbranded offerings make consumer behaviour a fascinating study This book focuses on the behavioural principles of marketing and its application to branding in the Indian context Consumer behaviour concepts associated with branding A combination of recent and traditional examples reflecting the application of behavioural concepts Touch of reality boxes to indicate context based examples Caselets and cases drawn from real life situations Research findings associated with the Indian context Topical issues in consumer behaviour like cultural aspects digital marketing and experiential branding EBOOK: Principles and Practice of Marketing, 9e David Jobber, Fiona Ellis-Chadwick, 2019-08-01

EBOOK Principles and Practice of Marketing 9e Events Marketing Management Ivna Reic, 2016-09-19 This textbook provides students with an essential introduction to the theoretical underpinnings and practicalities of managing the marketing of events In order to market events effectively it is vital to consider marketing of events from the organiser's perspective and to link it to that of the consumers attending events As such this is the first book on the topic which reflects the unique characteristics of marketing in the Events industry by exploring both sides of the marketing coin the supply and the demand in the specific context of events The book takes the reader from core marketing mix principles to exploring the event marketing landscape to consumer experience and involvement with event marketing and finally strategies and tactics employed to manage the marketing activities related to events The use of technology importance of sponsorship and PR are also considered International case studies are integrated throughout to show practical realities of marketing and managing events and a range of useful learning aids are incorporated to aid navigation throughout the book spur critical thinking and further students knowledge This accessible and comprehensive account of Events Marketing and Management is essential reading for all students and future managers **Forbes**, 2002 Stop Selling, Start Storytelling for Profits: The Art of Brand Connection Ahmed Musa, 2025-03-11 Storytelling is one of the most powerful tools in marketing yet many businesses overlook its potential Stop Selling Start Storytelling for Profits teaches you how to use storytelling to create meaningful connections with your audience build trust and drive sales This book shows you how to craft compelling brand stories that resonate with customers and engage them emotionally By shifting from a sales pitch to a story pitch you'll learn how to humanize your brand create content that captivates and increase conversions by connecting with your audience on a deeper level If you want to stop pushing products and start building relationships this book is your ultimate guide to brand storytelling Align IT Richard Wyatt-Haines, 2007-05-21 At last here is a book that brings IT's relationship with business to life and enables you to implement strategy rather than develop it Richard Wyatt Haines helps you see the true potential of IT in delivering the growth and success to which you aspire Whilst you may have seen the chapter headings before you won't have seen the topics approached in a manner that helps you understand the what the why and the how and then shows you what you have to do on the ground to deliver impact and success In each chapter Richard takes three different but

complementary approaches to the topics Touching which links the underlying thinking with the world in which CEOs IT managers and directors operate Looking which provides stories case studies and examples to bring the topic to life Doing which tells you what actions you need to take You can use all three approaches or just follow the one that suits your own personality and learning preference best Drawing on every ounce of his years of facilitating and speaking experience Richard brings a passion to the topic that will inspire you to go out and do something different so that you achieve something different and better Align IT is accessible the principles memorable and the lessons applicable This book is stimulating engaging and energizing Before undertaking any major change in strategy or organizational structure I suggest you read it John Anderson Director Sony Europe Richard Wyatt Haines has written an insightful and intensely practical book illustrating just how IT strategy can be correctly aligned with Business strategy and genuinely help to deliver breakthrough performance This book should be required reading for executive and non executive Directors and Not just CIOs Prof Jim Norton Senior Policy Adviser E Business E Government UK Institute of Directors Whether you aspire to be a CIO or you ve been doing the job for decades you will definitely learn something from this book All CIOs need to be able to simplify complex topics into straightforward approvable strategies Richard will help to get you there Aiden Walsh Director of IS Cancer Research UK

**Harley Davidson** Kurt Burke, 2019-03-01 Harley Davidson are two words that evoke the search for freedom as well as the Made in America tradition The unique sound the popular chopper handlebars and the famous logo have all become part of the American pop culture if not of the entire world This book brings together the history and the mechanical evolution of the company s engines It continues describing the main motorcycle model families and digs down to describe the most famous models Harley has ever produced A final chapter is dedicated to the successful brand s phenomenal rise in the twentieth century and how Harley Davidson has become a symbol of freedom and rebellion The book is fully illustrated with pictures of the bikes



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