



# **Cult Branding Workbook: Seven Steps to Growing Your Business by Better Understanding Your Customer**

*Bolivar J. Bueno*

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## **Cult Branding Workbook: Seven Steps to Growing Your Business by Better Understanding Your Customer** Bolivar J. Bueno

As marketers in pursuit of consumer affections we've learned that a catchy phrase, a clever logo, a useful product, and even our stunning good looks are not enough to persuade discerning customers to fall madly in love with us, let alone commit to a long-term relationship. Rather, it's how we make the consumers feel about themselves when they are in our presence that gives us access to their hearts and thus, a key into their lives. Get hold of an idea like that and you've got a Cult Brand on your hands. But how do we unlock the mysteries the core-level human needs of the customer and inspire undying loyalty? Aspiring to such heights, although economically chivalrous, is in no way easy. In the "Cult Branding Workbook," the indispensable extension to the highly praised "The Power of Cult Branding" by Matthew W. Ragas and Bolivar J. Bueno (Crown 2002), Bueno shows us how to create enduring customer experiences that persuade consumers to line up, devoted hearts in hand. Combining contemporary business theory, humanistic psychology, and probing exercises, Bueno lays out an arsenal of tools guaranteed to help you understand and consistently focus on the deep human needs of your best customer.

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