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He is now President of the Cultural Strategy Group, a consulting firm that provides

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brand strategy and innovation solutions using the cultural strategy framework. He is a leading expert on brand strategy, having established cultural branding as an important new strategy tool in his best-selling book *How Brands Become Icons: The Principles of Cultural Branding*.

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Cultural Strategy:
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by Douglas Holt and
Douglas Cameron

Reviewed by Brian
Christian “Consumers –
the ultimate arbiters of
market innovation
efforts – often find
offerings to be
innovative even though
they seem quite
pedestrian from a

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better mousetrap and the world will take notice. But there's another important way to build new businesses: with innovative ideologies rather than innovative mousetraps. Consider Coca-Cola, Nike, Jack Daniel's, Marlboro, Starbucks, Corona, Oprah, The Body Shop: all built with innovative ideologies.

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Cultural Strategy, by Douglas Cameron and Douglas Holt, was a simultaneously exciting and frustrating read for me. It is an important book in that it provides a specific model for integrating the power of culture into marketing strategy.

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Breakthrough Brands
by Douglas Holt.

Market innovation has long been dominated by the worldview of engineers and economists: build a better mousetrap and the world will take notice.

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Using Innovative Technology To Build Breakthrough Brands

Cultural Strategy by Holt, Douglas (ebook)

Cultural Strategy provides a step-by-step guide for managers and entrepreneurs to build businesses in this simple but effective way. Holt and Cameron analyse a series of classic cases that relied on these bold, innovative strategies: Nike, Marlboro, Starbucks, Jack Daniels, vitaminwater,

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and Ben and Jerry's.

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Brands Douglas Holt
and Douglas Cameron.
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thinking on strategy
and innovation from a
brand perspective;
Shows how societal
changes produce
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