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How to keep your super fans from becoming super enemies

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Douglas atkin - global head of community @ airbnb - cmx summit

Author of 'The Culting of Brands: How to turn customers into true believers' a book about how to build cult-like community around almost anything. Former Brand

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and brand image; the brand community, cult, or consumer tribe facilitates the .. of such tribal behaviors outline a distinct class structure; true believers can be Atkin, Douglas (2004), The Culting of Brands: Turn Your Customers Into True

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customers and allow them to form relationships with the brand. .. Atkin, Douglas, *The Culting of Brands: Turn Your Customers Into True Believers*, Portfolio,

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