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## Cultural Strategy Using Innovative Ideologies

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

## Cultural Strategy: Using Innovative Ideologies to Build ...

Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands 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 product design standpoint.

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## **Cultural Strategy: Using Innovative Ideologies to Build ...**

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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