

Contents

Preface and Acknowledgments / ix

1. What Is an Iconic Brand? / 1
 2. How Is Cultural Branding Different? / 13
 3. Targeting Myth Markets / 39
 4. Composing the Cultural Brief / 63
 5. Leveraging Cultural and Political Authority / 95
 6. Managing Brand Loyalty as a Social Network / 131
 7. Coauthoring the Myth / 155
 8. Advancing the Myth / 189
 9. Branding as Cultural Activism / 209
- Appendix. Methods / 223

Notes / 231

Selected Bibliography / 245

Index / 251

About the Author / 265