



Brand Rituals: How Successful Brands Bond With Customers For Life

Zain Raj

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In *Brand Rituals: How Successful Brands Bond with Customers for Life*, Zain Raj, a recognized leader in the marketing and strategy space, posits that companies and their brands have the ability to drive significant business impact by creating a bond with their most loyal customers. Raj calls this a Brand Ritual, a deep, abiding relationship that customers build with brands that becomes an integral part of their lives. The book discusses how it's no longer about consumer beliefs; it's all about customer behavior. It challenges the five existing marketing myths that no longer serve us and provides a clearly defined four-stage approach to a Brand Ritual. A higher number of bonded customers is not only possible but absolutely necessary if you and your company want to create sustainable brands that defy competitors for decades.

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