

# The Hero And Outlaw Building Extraordinary Brands Through Power Of Archetypes Margaret Mark

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Margaret Mark is the strategist behind many of today's most enduring and successful brands, from AT&T and Kraft Foods to General Motors and Madison Square Garden. Together, Mark and Pearson have created the first systematic methodology for leveraging archetypal meanings to build successful brands.

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Additionally, with their book 'The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes', they outlined the specific traits and values identified in each archetype. Archetypes are the heartbeat of a brand because they convey a meaning that makes customers relate to a product as if it actually were alive in some way, they have a relationship with it and care ...

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Scoring of Archetypes On the chart on the next page, archetypes are scored as follows: Scores are normalized within and across brands. Each brand receives a cumulative distribution score for each archetype (the percentile linking it to the archetype in the context of the full "brandscape"). In an actual analysis, scores would be plotted in on the following sample chart (shown for the ...

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Mark, Margaret, and Carol S. Pearson. The Hero and the Outlaw: Building Extraordinary Brands through the Power of Archetypes. McGraw-Hill, 2001. Myss, Caroline M. Archetypes: Who Are You? Hay House, 2013. Myss, Caroline M. Archetype Cards: an 80-Card Deck with Instruction Booklet. Hay House, 2003.

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