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

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The Hero and the Outlaw. In many indigenous traditions, a person seeking answers to questions would approach a medicine man or woman sitting by the fire and ask what they should do to resolve their dilemma. He or she classically would respond to this request by saying, “Let me tell you a story.”. Moms, dads, mentors, and friends can do this, too....

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We are Hero & Outlaw. You are already familiar with our work. You just don't know it. We have been behind multiple elections in

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the Czech Republic as well as many large commercial campaigns. We know how to handle a highly dynamic environment, fierce competition and the changing nature of products.

## **Home » Hero & Outlaw**

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A first in business literature, The Hero and The Outlaw offers both a fascinating examination of those few extraordinary brands that have already achieved archetypal status, as well as a sound and proven methodology readers can use to achieve their own iconic brand identity-an identity that will withstand the test of time, cross lifestyle and cultural boundaries, and translate into exceptional success.

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Outlaw archetypes are natural skeptics of the world around them and are constantly questioning the intentions behind organizations and individuals. During brief moments of peace, they're merely waiting for the storm. Outlaw archetypes are easily ticked off by social issues, inequality, injustice, or practically anything that screams unfairness.

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"The Hero and the Outlaw" will soon become the guiding light, the port in the storm, that will make our meandering and lengthy creative journey light years faster. I only wish it had been written years earlier' - Linda Kaplan Thaler, President and CEO, The Kaplan Thaler Group.

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Fascinating that by default or design, the most successful brands such as Levis (the Explorer), Harley Davidson (the Outlaw) and Nike (the Hero) are associated with some of the most powerful archetypes that express values that correlate with the needs and aspirations of their most long-serving and loyal customers.

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The first brand archetypes, which we will examine are the Ruler, the Hero and the Outlaw. Though very different, they have certain characteristics in common. They are bold, powerful and self-confident.

## **What are brand archetypes? Part 1 - The Ruler, the Hero**

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