

# Idol To Icon: The Creation Of Celebrity Brands

By Gerrie Lim



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Brand ambassador: Wikis: , brand, or concept by term to describe a spokesperson who has been hired on the basis of her physical appearance or celebrity rather

[http://www.thefullwiki.org/Brand\\_ambassador](http://www.thefullwiki.org/Brand_ambassador)

Celebrity branding is a global phenomenon and it assumes paramount importance Idol to Icon: The Creation of Celebrity Brands, ISBN 1904879187 and ISBN 978

[https://en.m.wikipedia.org/wiki/Celebrity\\_branding](https://en.m.wikipedia.org/wiki/Celebrity_branding)

Gerrie Lim is the author of Idol to Icon: The Creation of Celebrity Brands 2.86 of 5 stars 2.86 avg rating 7 ratings help out and invite Gerrie to

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There is a certain correlation between successful celebrity branding and brand endorsements. Gerrie Lim (Cyan Books, 1 Idol to Icon: The Creation of Celebrity

[http://self.gutenberg.org/articles/Celebrity\\_branding](http://self.gutenberg.org/articles/Celebrity_branding)

photos and celebrity gossip | allkpop The Shop; Memes Sandeul.Ken's agency confirmed this and revealed the idol was currently immersed Brand Partners

<http://www.allkpop.com/page/4>

In this book Gerrie Lim defines this new territory: looking at how celebrities 'become' brands, how they promote their brands, how they use their brands-and how their

<http://www.mylibrary.britishcouncil.org/business-and-management/idol-to-icon-the-creation-of-celebrity-brands>

Over-18s can visit her website at  
www.monicamayhem.com. GERRIE LIM was educated in and IDOL  
TO ICON: THE CREATION OF CELEBRITY BRANDS. Brands;  
Corporate Gifts

<http://www.randomhouse.com.au/authors/monica-mayhem.aspx>

around the concepts of icons and heroes of American  
culture. an icon as opposed to celebrity, star, idol  
Lim, Gerrie. Idol to Icon. The Creation of

[http://informatorects.uw.edu.pl/en/courses/view?prz\\_kod=3301-KA1503](http://informatorects.uw.edu.pl/en/courses/view?prz_kod=3301-KA1503)

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<https://smallbusiness.yahoo.com/geocities>

Celebrities and corporate brands. Kate Moss Idol to  
Icon, written by Gerrie Lim, And using the celebrity as  
a brand exploits these aspirations into a way of

<http://laurabatespr.blogspot.com/>

com. GERRIE LIM was educated in Western Australia and  
Southern California, and met Monica Mayhem in 2001 IDOL  
TO ICON: THE CREATION OF CELEBRITY BRANDS.

<http://www.randomhouse.co.nz/authors/monica-mayhem.aspx>

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COURSE SPECIFICATION DOCUMENT Brands Course Code: Lim,  
G. Idol to Icon: The Creation of Celebrity Brands. Cyan  
Books, 2005

<http://www.richmond.ac.uk/wp-content/uploads/2014/10/CSD-APR-7115-Advertising-and-PR-for-Fashion-and-Luxury-Brands.pdf>

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An additional function served by holy icons is to help transform our character whereas an idol lacks this power of the or rather of the whole creation."

[http://orthodoxinfo.com/general/icon\\_function.aspx](http://orthodoxinfo.com/general/icon_function.aspx)

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Jun 04, 2014 Gerrie Lim (Cyan Books, 1 September 2005) Idol to Icon: The Creation of Celebrity Brands, Impact of celebrity endorsement on brand image

<http://www.slideshare.net/Nepster1994/celebrity-endorsement-35540975>

The most popular forms of celebrity brand lines are for clothing and Gerrie Lim (Cyan Books, 1 1 September 2005) Idol to Icon: The Creation of Celebrity

[http://www.digplanet.com/wiki/Celebrity\\_branding](http://www.digplanet.com/wiki/Celebrity_branding)

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