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brand as business brief -- looking ahead to 2011

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brand as business TM brief		from denise lee yohn	
brand as business briefs are periodic emailed briefings about how companies can operationalize their brands		12.14.10 vol 031	

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Hello friends and colleagues!

I hope this holiday season finds you well! If you're like me, you're probably already thinking ahead to 2011 and wanting to prepare. This brief is designed to help you succeed in the New Year.

Here are the highlights:

- **Five Leading Business Ideas for 2011** -- Thinking differently and challenging the norms have always been the hallmarks of leading companies. Read about "**advocate relations**" (vs. public relations) and "**engagement channels**" (vs. distribution channels) -- two of the ideas embraced by companies which will lead in 2011 and beyond.
- **How to Connect with Today's Consumer** -- In a recent podcast interview with me, John Gerzema, author of **The Spend Shift: How the Post-Crisis Values Revolution Is Changing the Way We Buy, Sell, and Live**, provides valuable insights about how brands can connect with today's consumer.

Your feedback and questions are always welcome mail@deniseleeyohn.com.

It's been a pleasure working and/or connecting with you this past year. Have a blessed holiday and best wishes for 2011!

P.S. I'm still having trouble with my website host service which occasionally may cause the links in this brief to not function temporarily. Sorry if you encounter these problems. In January I plan to launch my new site on my new hosting service -- fingers crossed!

Five Leading Business Ideas for 2011

Change happens. That's not just a bumper sticker slogan; it's the state of business today. Mastering change requires new ways of thinking, talking about, and doing business. I believe the leading companies in 2011 and beyond will distinguish themselves by embracing these five ideas:



1. **value and values** -- companies must offer value and operate with values
2. **experience channels** -- channels are no longer simple distribution points
3. **customer engagement measurement** -- customer acquisition and retention are outdated measures of customer value
4. **advocate relations** -- targeting interested parties and influencers is more efficient and effective than PR
5. **content supply chain** -- content has become a product in and of itself

[read the full post](#)

what is denise doing?

- thanking Terry Starbucker for a guest-blogpost exchange he and I just did -- I wrote "**Ideas and Influence**" for his **blog** and he wrote "**Building Influence in the Workplace: It Has To Be Personal**" for mine
- writing my next **Brand New Perspectives** column on QSR Magazine
- getting ready to launch my new **website** -- preview the new look on my **Twitter** page

How to Connect with Today's Consumer



In our interview, John Gerzema, author of *Spend Shift: How the Post-Crisis Values Revolution Is Changing the Way We Buy, Sell, and Live*, and President of Brand Asset Consulting, reports on extensive research he conducted about today's consumers.

Among his key conclusions are:

- consumers are increasingly spending money with **values** -- theirs and the businesses they patronize -- in mind
- consumers have realized they may be less rich but they have **more power**
- companies can create **paths to brand preference** by connecting to consumers' values

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service spotlight

This brief's featured service is:
Brand Diagnostic

Start 2011 off with a clear assessment of your brand.

I audit and analyze your brand from three critical perspectives:

- **your customers** -- demand landscape, key target segments, drivers of purchase/usage
- **your context** -- competitive strengths and vulnerabilities, category trends, macro-factors
- **your company** -- existing and pipeline products/services, capabilities, assets, resources

Having a thorough, objective understanding of how your brand is currently performing in the market -- and why -- provides a reality check and the impetus and direction for building a strong brand.

[Download](#) an overview or [check out](#) other ways I help companies achieve their brand and business objectives.

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denise lee yohn has been inspiring and teaching companies how to operationalize their brands to grow their businesses for over 20 years. World-class brands including Sony, Frito-Lay, Burger King, and Nautica have called on Denise, an established speaker, author, and consulting partner.

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