



(Jossey-Bass)

What Great Brands Do

From Starbucks to IBM to Nike, great brands are admired for their bold moves and innovative approaches. But what really separates merely good brands from those that triumph over time and achieve sustained business success?

In this keynote address, brand expert Denise Lee Yohn unlocks the principles behind the world's greatest brands. Drawing from case studies, analysis, and interviews with brand leaders, Denise explains best practices including "great brands avoid selling products" and "great brands never have to 'give back.'"

Participants will be challenged to think differently about their brands and businesses, and be inspired to **go from good to great** by applying fresh strategies.

"Transform brand-building from a costly, discrete, and subjective activity into the most integral way of managing and growing your business."



denise lee yohn

president & consulting partner, denise lee yohn, inc.

Blending a fresh perspective, twenty-five years of experience working with world-class brands including Sony and Frito-Lay, and a talent for inspiring audiences, Denise Lee Yohn is a leading authority on building and positioning exceptional brands.

praise for denise:

"a stimulating and enriching learning experience... excellent and generous interactions"

"a ton of best practices that we can implement right away"

"hands down, the best presentation I took in the entire conference"

"a refreshing outlook on how to more effectively manage brands in a company"

at the podium:

selected prior engagements:

Consumer Electronics Show
The Conference Board
Intersil Corporation
American Marketing Association
High Tech Marketing Association
DineAmerica
Institute for International Research
Cornell University

published by:

selected publications:

American Management Association
SmartBrief on Leadership
Advertising Age's CMO Strategy
BusinessWeek Business Exchange
Nation's Restaurant News
CMO Council's Marketing Magnified
Forbes CMO Network
Chain Store Age

quoted by:

Wall Street Journal, New York Times,
BusinessWeek, BBC, USA Today

writer of:

brand-as-business bites™

voted one of Top 25 Blogs that Marketing
Executives Actually Read

Harvard Business Review Blog contributor

brand new perspectives

QSR Magazine monthly column