

Book Review: What Great Brands Do

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Denise Lee Yohn's new book isn't just for marketing people.

The central message of *What Great Brands Do* is that developing a well-respected brand goes way beyond marketing. A strong brand serves as a central theme for how the entire business is run.

Yohn lays out seven key principles in her book:

- Great brands start inside
- Great brands avoid selling products
- Great brands ignore trends
- Great brands don't chase customers
- Great brands sweat the small stuff
- Great brands commit and stay committed
- Great brands never have to "give back"

I found myself taking pages of notes as I read the book. Perhaps it was because many of Yohn's branding philosophies align squarely with my own thinking for customer service. It may also be her engaging writing style that uses a blend of real-life examples and practical exercises to help the reader understand each concept.

What's the connection to customer service?

Customer service is ultimately part of a company's brand. What a company promises must ultimately match the service its customers receive for a brand to be authentic. As I pointed out in a recent blog post, [you can't advertise your way to great service](#).

This book is highly recommended for any business leader. It's available in hardcover and e-book format from [Amazon](#) and [Barnes & Noble](#).