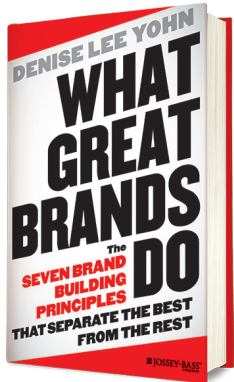


# WHAT GREAT BRANDS DO:

## *The Seven Brand-Building Principles that Separate the Best from the Rest*

(Jossey-Bass, an imprint of Wiley)



In the bestseller *What Great Brands Do*, brand expert Denise Lee Yohn identifies the seven key principles behind the world's top brands. A vital resource for CEOs, entrepreneurs, and other leaders, *What Great Brands Do* paves a clear and accessible road to building a world-class brand.



# DENISE LEE YOHN

Keynote Speaker and Brand-Building Expert

**B**lending a fresh perspective, twenty-five years of experience working with world-class brands, and proven tools and methodologies, Denise Lee Yohn is a leading authority on building and positioning exceptional brands.



“With her finger on the pulse of today’s competitive business landscape, Denise Lee Yohn knows more than most how to create, sustain, and leverage a great brand. If you care about building your brand to grow your business, you can’t afford *not* to read *What Great Brands Do* by Denise Lee Yohn.”

—Ken Blanchard, coauthor of *The One Minute Manager*® and *TrustWorks!*

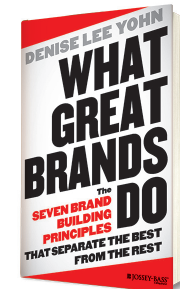
“Every leader—from CEOs and CMOs to start-up entrepreneurs—will find Denise’s seven brand building principles inspirational and immediately useful. I wish Denise had written *What Great Brands Do* five years earlier—I would have made it required reading for all P&G brand builders!”

—Jim Stengel, former global marketing officer, P&G, and author, *Grow*

“Denise Lee Yohn beautifully highlights some of the most beloved brands and how they’ve separated themselves from the rest by creating an emotional connection between the organization and its stakeholders.”

—Kip Tindell, chairman and CEO, The Container Store

<http://WhatGreatBrandsDo.com>



## WHAT GREAT BRANDS DO

Packed with insightful case studies from companies including Starbucks, IBM, and Google, bestseller *What Great Brands Do* explains how top companies develop standout brands that foster customer loyalty and increase profit margins.

### PRAISE FOR DENISE:

“*Brilliant & Entertaining*”

“*Inspiring & Informative*”

“*Best Speaker of the Day*”



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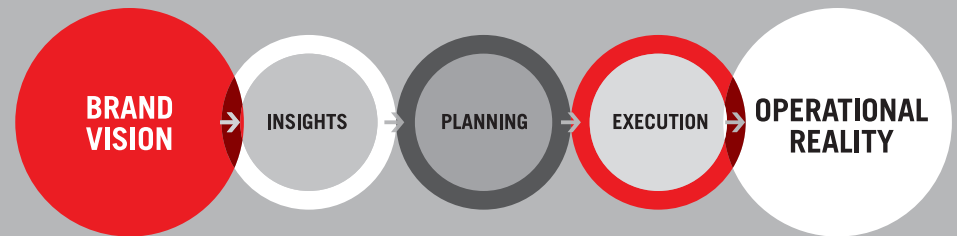
# KEYNOTE SPEAKER

Fresh Ideas and Clear-Cut Tools for Brand-Building Success



**T**wenty-five years of experience with world-class brands including Sony, Frito-Lay, Nautica, and Burger King have made Denise a sought-after expert and an electrifying speaker. Now, as author of bestseller *What Great Brands Do*, Denise demystifies the brand-building process and empowers managers to revitalize and strengthen their brands.

**F**or most companies, there's a sizable gap between the brand vision they express and the operational reality they deliver. By applying a brand-as-business management approach, Denise helps you close the gap and build a valuable brand and business.



## SPEAKING TOPICS

- What Great Brands Do: Seven Brand Building Principles
- More Walk, Less Talk: Build Your Brand Through Culture and Customer Experience
- Re-Thinking Corporate Social Responsibility: Use Level 5 Relevance to Create Shared Value
- Start-Ups Need a Minimum Viable Brand

## DURING HER ENGAGING AND PERSONALIZED SPEECHES, DENISE:

- Teaches the principles that successful brands consistently implement
- Explores how strong brand-building drives profitable growth, enhances stakeholder relationships, and engages employees
- Shares case studies and real-life examples of brand-building successes and failures

## CONSULTING SERVICES

**INSIGHTS** – **assess** current performance, uncover new opportunities

- brand diagnostics
- competitive landscape maps
- customer and consumer research

**PLANNING** – **decide** what to do/what not to do, translate insights into actionable plans

- strategic brand platforms
- brand architectures
- customer experience architectures

**EXECUTION** – **develop** a brand-inspired culture, deliver on-brand customer experiences

- brand touchpoint wheels
- brand guides and toolboxes
- engagement programs

## RECENTLY FEATURED IN

- *New York Times*
- *Wall Street Journal*
- *Businessweek*
- *USA Today*
- *Harvard Business Review*
- *Advertising Age*
- *CNBC Closing Bell*
- *Bloomberg Business Radio*
- *Nation's Restaurant News* and other outlets . . .

## PAST SPEAKING VENUES

- *Cornell University*
- *Consumer Electronics Show*
- *American Marketing Association*
- *Lexus*
- *National Restaurant Show*
- *AD:TECH*
- *Institute for International Research*
- *Facebook*
- *The Conference Board* and many others . . .



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