

What Small Businesses Can Learn From Shake Shack About Branding

Geoff
Weiss

Great branding radiates from the inside out, says expert speaker and author Denise Lee Yohn. “Often times what happens is that small businesses get off track because they allow their decisions to be made by the market as opposed to what they really believe in.”

One brand that exudes its unique truth masterfully? Shake Shack, she says. With 60 units worldwide -- half of them in the U.S. -- the burger chain has amassed a cult-like following because it hasn't attempted to grow too fast or deviate too far from its stated mission.

Hear more about the chain's strengths in this short video.

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