

15 Brand Minutes With...Denise Lee Yohn (Brand ManageCamp Vlog #11)

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Welcome to episode #11 of the Brand ManageCamp Vlog – “15 Brand Minutes With...”!

In this edition, Denise Lee Yohn (Former marketing exec for Sony, best-selling author of “[What Great Brands Do](#)” and “[Extraordinary Experiences](#),” and former [Brand ManageCamp](#) speaker) gives marketers a great deal to think about, including:

- What we can learn about commitment and standing up for what you believe in from [CVS](#) and their \$2 billion dollar decision to eliminate all tobacco products from their stores.
- Why she admires [Popeyes](#) for their bold foray into Facebook Live on National Fried Chicken Day.
- The amazing custom experience she received from the [Live Aqua](#) hotel in Mexico City that has her telling everyone she knows.
- How the [Waze](#) app has changed the way she gets around.
- The other apps she is beginning to love ([Tripit](#) and [Evernote](#))
- The one book she thinks you MUST read – “[Onward](#)” by Howard Schultz
- And more!

All this takes place in just 15 minutes, so it is perfect for the busy marketer (or just anybody with a short attention span :).

I hope you enjoy this episode of “15 Brand Minutes With...” More coming your way soon!