

CETNET Interviews: Denise Lee Yohn Explains How Credit Unions Can Build a Rockstar Brand...

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Denise Lee Yohn, President/Consulting Partner of Denise Lee Yohn Inc., shared her conference keynote presentation: "Brand Leadership: How to Build a Rock Star Brand." in this talk, Denise provides a number of takeaways for credit unions to further enhance their exposure to consumers. We even an accidental "eureka!" moment on how credit unions can build an effective marketing campaign based on the all-time popular "Got Milk" campaign.

Watch and find out -- and let us know your thoughts.
