

# Ep 20: What great brands do with Denise Lee Yohn

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I am excited to have Denise Lee Yohn is a brand-building expert, speaker, and prolific columnist who has worked with world-class brands ranging from Burger King, and Oakley, New Balance and more. Denise decided to examine some of the top brands from around the world and identify what separates them from the rest which she uncovers in her book, What Great Brands Do.



In this episode, Denise talks about the seven principles which great brands have and how can organizations embrace those principles. She also talks about how can companies differentiate from others and how is customer experience important for brands.

## Learn

- What are the 7 principles that epitomize great brands?
- How do you get organizations to embrace these principles?
- How is brand as business approach different from the brand building?
- Favorite business book – Eating the big fish, Building the brand business
- If you would have focused on one thing in order when he had started his business, what would it be? – Build relationships
- What is your favorite online tool? – Twitter, Hootsuite

## Show notes

00:00 – Intro  
00:19 – Introduction Denise Lee Yohn  
00:39 – Welcome  
00:42 – About writing  
01:36 – Plans / Branding  
02:46 – Principles in great brands  
04:39 – 7-8 principles in branding  
06:17 – Strategy in branding  
08:07 – Experience in branding  
08:54 – Brand business/building

09:56 – Customer experience / Example

12:07 – New book: “Fusion”/03.2018

14:04 – TOP3

## **Key Links**

Website: <http://deniseleeyohn.com/>

Email: mail [at] deniseleeyohn [dot] com

Twitter: [@deniseleeyohn](https://twitter.com/deniseleeyohn)

Linkedin: [Denise Yohn](#)

Book:: [What great brands do](#)

Tools/Resources

<http://deniseleeyohn.com/resources/>

<http://deniseleeyohn.com/business-keynote-speaker/>

<http://deniseleeyohn.com/brand-strategy-consulting/>

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