

# BOOK STUDY COURSES

With Author and Keynote Speaker **Denise Lee Yohn**

## What Great Brands Do The Seven Brand-Building Principles that Separate the Best from the Rest

Listed among Top Marketing Books by Inc. and praised by Publisher's Weekly, bestseller [What Great Brands Do](#) paves a clear and accessible path to building a world-class brand. Discover how top brands from Apple to Zappos **avoid selling products** and **don't chase customers** to increase customer loyalty, grow their profit margins, and build businesses that lead and endure.



## FUSION How Integrating Brand and Culture Powers the World's Greatest Companies

Named one of the best business books by strategy+business and endorsed by Adam Grant and Ken Blanchard, [FUSION](#) provides a roadmap for increasing your competitiveness, creating measurable value for customers & employees, and future-proofing your business by **integrating and aligning** your **external brand identity** and **internal company culture**.

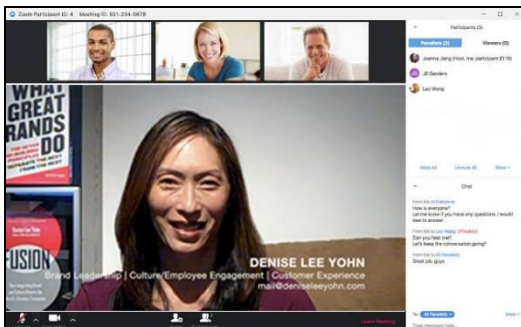
### Each six-week course includes

- **Pre-reading** assignments of 1-2 chapters and discussion questions per week
- Weekly **one-hour video calls** with Denise
  - Discuss **questions & topics of your choice** from the book
  - Review **your individual or group results** from the **assessment** in the book
  - **Get instructions** on using tools and methods in the book
- **Notes** after each call synthesizing the **discussion & implications**

PLUS... **Additional articles and resources** from Denise

**\$4,500** per course

- Plus \$25 per hardcover copy signed by Denise (optional)
- Up to 15 participants per course



## Get insider insights and tailored guidance for your organization!

Denise Lee Yohn is the go-to expert on brand leadership for national media outlets, an in-demand keynote speaker and consultant, and an influential writer. <http://deniseleeyohn.com>

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