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What Great Brands Do

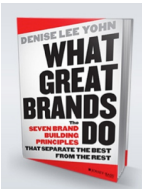
By The Container Store

Feb 11, 2014

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Looking for your next great read? We'd suggest checking out author and speaker Denise Lee Yohn's new book, *What Great Brands Do*. The book identifies the seven key principles behind the world's top brands – and The Container Store is proud to be named among those!

We loved this recent Huffington Post article about the book that shares some of the key take-aways...including the fact that great brands ignore trends and stay true to what they stand for.

Here's what our CEO Kip Tindell had to say about the book: "Denise Lee Yohn beautifully highlights some of the most beloved brands and how they've separated themselves from the rest by creating an emotional connection between the organization and its stakeholders. When employees, vendors, customers, and the community feel like a part of the brand, that's when the magic happens."

We hope you'll check out Denise's book to learn all about how other companies have built their great brands on their own terms – from Lululemon to Zappos to Nike and more.

2 responses to "What Great Brands Do"

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Our Story

Employee-First Culture

Our Foundation Principles

Commitment to our Communities

Vendor Partnerships

Commitment to the Environment

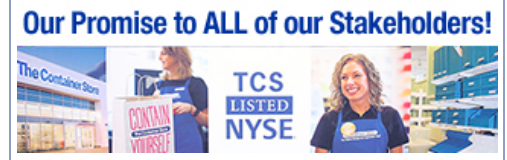


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