The Seven Brand-Building Principles That Separate the Best From the Rest

Denise Lee Yohn

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It’s tempting to believe that brands like Apple, Nike, and Zappos achieved their iconic statuses because of serendipity, an unattainable magic formula, or even the genius of a single visionary leader.

However, these companies all adopted specific approaches and principles that transformed their ordinary brands into industry leaders. In other words, great brands can be built—and Denise Lee Yohn knows exactly how to do it. Delivering a fresh perspective, Yohn’s What Great Brands Do teaches an innovative brand-as-business strategy that enhances brand identity while boosting profit margins, improving company culture, and creating stronger stakeholder relationships. Drawing from twenty-five years of consulting work with such top brands as Frito-Lay, Sony, Nautica, and Burger King, Yohn explains key principles of her brand-as-business strategy.

Denise initially cultivated her brand-building approaches through several high-level positions in advertising and client-side marketing. She served as lead strategist at advertising agencies for Burger King and Land Rover and as the marketing leader and analyst for Jack in the Box restaurants and Spiegel catalogs. Denise went on to head Sony Electronic Inc.’s first ever brand office, where she was the vice president/general manager of brand and strategy and garnered major corporate awards.

An influential writer and brand expert, Denise enjoys challenging readers to think differently about brand-building. She contributes the monthly column Brand New Perspectives to QSR Magazine and has published work in numerous outlets, including Harvard Business Review, Advertising Age, and OPEN Forum. In 2008 she launched her blog, brand-as-business bites™, which the Marketing Executives Networking Group (MENG) named as one of the top 20 marketing blogs. Denise also penned the book What Great Brands Do: The Seven Brand-Building Principles That Separate the Best From the Rest (Jossey-Bass).