Denise Lee Yohn, What Great Brands Do, Episode 84 on The Rory Vaden Show

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Denise 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. 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. She is a regular contributor to the Harvard Business Review blog, Forbes, and Seeking Alpha, she writes the monthly column Brand New Perspectives to QSR Magazine, and she regularly appears on Fox Business TV as a commentator on breaking business news. 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). Find out more at www.deniseleeyohn.com.

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**Interview Highlights**

- **Brand is so much more than logo and advertising.** – @deniseleeyohn

- **Culture and customer experience have much more to do with branding than your logo.**
  – @deniseleeyohn

- **Great brands start inside.** – @deniseleeyohn

- **Hear the story of a great brand turnaround from** @deniseleeyohn

- **A brand can’t be a promise; it needs to be a promise delivered.** – @deniseleeyohn

- **You have to stand out and give people a reason to choose you.** – @deniseleeyohn

- **What separates great brands from good brands… w/ @deniseleeyohn**

- **Learn what “Brand Integration” is and why you need it!**

- **The things you need to know to create a stand out brand.** – @deniseleeyohn

- **Modern day strategies of branding.**

- **What reputation is to a person, brand is to a company.**

- **A brand is an extension of your personal reputation.**

- **Your brand is the expression of your company’s values.**

- **Salespeople are always building the brand of trust.**