

SPOS #489 - Extraordinary Brand Experiences With Denise Lee Yohn

Welcome to [episode #489 of Six Pixels Of Separation - The Mirum Podcast](#). How many brands truly deliver extraordinary experiences? Not the kind of rare stories you read about on [Mashable](#), but the ones that do it day in and day out... for all of their customers? When it comes to brands doing things right - constantly and consistently - I think of the work that [Denise Lee Yohn](#) has done over the years. From her first book, [What Great Brands Do - The Seven Brand-Building Principles That Separate The Best From The Rest](#) to the article she authored for the [Harvard Business Review](#) titled, [Start-Ups Need a Minimum Viable Brand](#). The former [Sony Electronics](#) executive and advertising agency professional (who worked on [Burger King](#), [Land Rover](#) and [Unilever](#)) is back with a new business book titled, [Extraordinary Experiences](#), that profiles seven popular, powerful retail and restaurant brands. So, what does it take to create extraordinary experiences, and does your brand have what it takes? Enjoy the conversation...

Here it is: [Six Pixels Of Separation - The Mirum Podcast - Episode #489 - Host: Mitch Joel](#) .

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