



Denise Lee Yohn: What Great Brands Do, Shake Shack & Dancing

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On today's episode, Kevin Lockett talks to branding queen Denise Lee Yohn on her book "What Great Brands Do," the success of Shake Shack, a look at how established marketers like Sean Combs shift their branding concepts, Amazon vs. Netflix, should smaller companies follow the the same branding concepts as big companies and her early love for dance. You can follow Denise @DeniseLeeYohn on Twitter and pick up her book book on Amazon as well as Kevin's e-book, "So You Think You Know Content Marketing."

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On today's episode Kevin Lockett talks to Matt Daniels from Polvrap and Kevin Beacham from Rhvmasers (as well as Skve

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