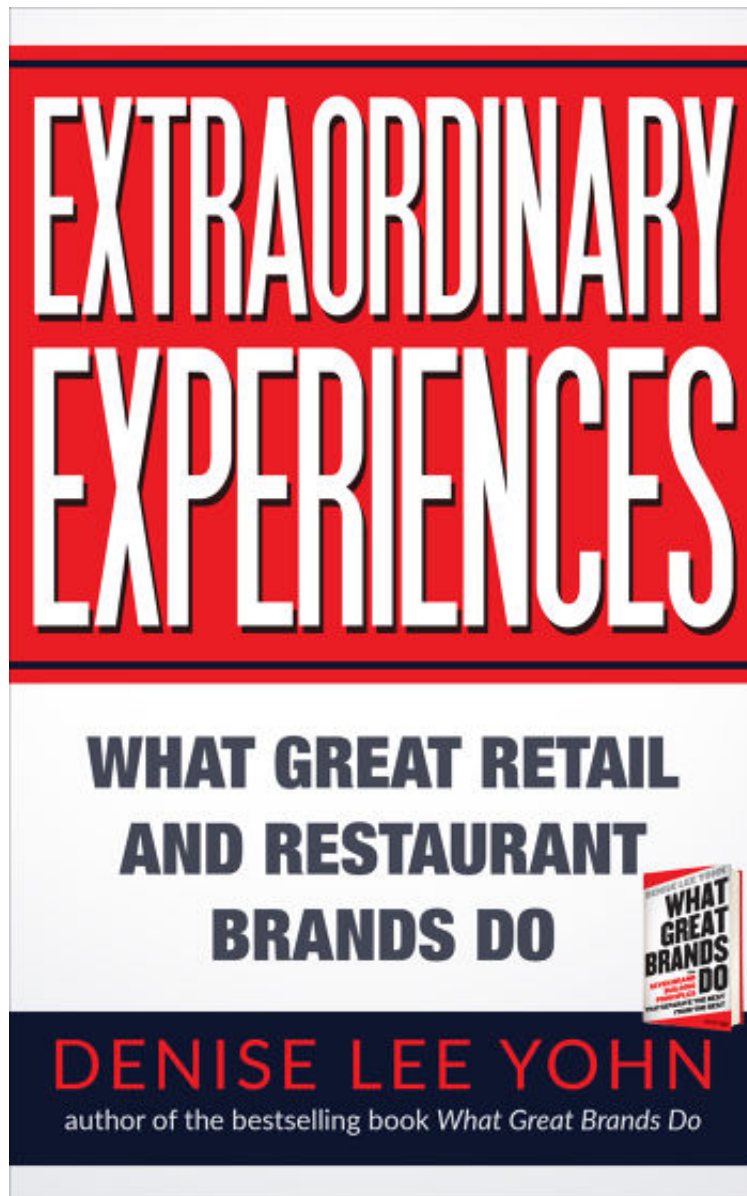


# Extraordinary Experiences: What Great Retail and Restaurant Brands Do by Denise Yohn



Extraordinary Experiences by Denise Lee Yohn profiles seven great retail and restaurant brands and shows how they earn customer love and loyalty by creatively designing and consistently delivering great retail customer experiences. Compelling stories and practical principles make Extraordinary Experiences required reading for all business leaders wanting a great brand.

## Reviews



Yohn (*What Good Brands Do*), an expert on branding, passionately and convincingly argues that—contrary to media reports—branding is not dead. Instead, she asserts, it has evolved to stand for much more than mere image. She states that while most companies think of their brand as a fixed word,

phrase, or image, organizations with great brands use them as tools to direct each and every step they make. To show how this is done effectively, Yohn includes fascinating case studies from the restaurant and retail industries, which, she writes, enjoy a uniquely direct relationship with their customers. She is quick to stress, however, that the book's lessons are accessible and applicable to any industry or organization. She highlights Popeyes Louisiana Kitchen, which fought back against declining sales by working closely with franchise owners; Pirch, a small home fixture retailer chain that focuses on customer experience; and Buffalo Wild Wings, which defied the downward trend for the "casual dining" industry. These examples demonstrate that brand value increases through a company's actions. Engaging and informative, this succinct book sheds important insight on the operational value of a company's brand and shows how it can take an organization from good to great. (*BookLife*)

News

### 10/01/2015 **Praise for Extraordinary Experiences**

If you want a shortcut in your goal to improve customer loyalty, start with Denise Lee Yohn. *What Great Brands Do* is a practical guide to providing an exceptional brand experience. In *Extraordinary Experiences*, Denise builds on her earlier work, sharing strategies and actions for creating a cherished brand. -- Skip Prichard, President & CEO, OCLC, Leadership Insights and blogger at skipprichard.com

Timely and chock full of relevant examples, *Extraordinary Experiences* is a must-read for anyone who wants to use first-class customer experience as a competitive differentiator. Highly recommended! -- Jay Baer, digital marketing keynote speaker and emcee, Author of New York Times best seller *YouUtility*, and President of marketing consultancy Convince & Convert

I love good information backed up with real life case studies. Denise Lee Yohn's gift of storytelling and insightful analysis make *Extraordinary Experiences* an inspiring and immediately actionable read. -- Shep Hyken, customer service expert and New York Times bestselling author of *The Amazement Revolution*

Denise Lee Yohn's *Extraordinary Experiences* should be required reading for all CEOs. It sheds new light on how to achieve the kind of brand leadership that everyone -- from customers to employees to investors -- wants a piece of. -- Ted Coiné, CMO of Meddle.it and author of *A World Gone Social: How Companies Must Adapt to Survive*

How a company decides to behave becomes how that brand shows up in the marketplace. In this book, Denise Lee Yohn enlightens the reader with an essential map for how to become a brand that earns the right to customer-driven growth. -- Jeanne Bliss, President, CustomerBliss, and Author, *Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine*

Denise has done it again! *Extraordinary Experiences* is a deep dive into how some of today's truly great companies are building their brands to better engage customers while improving their bottom lines, and how any business owner or marketing executive can do the same. Chock-full of powerful insights and information you won't find anywhere else, *Extraordinary Experiences* is an essential addition to your

brand-building toolbox. -- Peter Economy, The Leadership Guy on INC.COM