


Denise Lee Yohn Fuses Branding And Culture - This Week's Six Pixels Of Separation Podcast

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Episode #608 of Six Pixels of Separation - The Mirum Podcast is now live and ready for you to listen to.

Here it is: [Six Pixels Of Separation - The Mirum Podcast - Episode #609](#) - Host: Mitch Joel. She has become the go-to person when it comes to creating brands that truly work. [Denise Lee Yohn](#) is not slowing down. Her latest business book, [Fusion - How integrating brand and culture powers the world's greatest companies](#), was just published, and it follows her work on what it takes to not only stand out, but constantly deliver a great brand experience for customers. When it comes to brands doing things right - constantly and consistently - I always think of the work that Denise Lee Yohn is doing. 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](#), then came [Extraordinary Experiences](#), that profiled seven popular, powerful retail and restaurant brands, she is a brand juggernaut. The former [Sony Electronics](#) executive and advertising agency professional (who worked on [Burger King](#), [Land Rover](#) and [Unilever](#)) is back to show you why brand and culture should never be separate in your organization... ever! Enjoy the conversation...

You can grab the latest episode of Six Pixels of Separation here (or feel free to subscribe via iTunes): [Six Pixels of Separation - The Mirum Podcast #608](#)

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